



China-Britain  
Business Council  
英中贸易协会

# UK-GBA Conference 2023

Location: Shenzhen

Date: 21 November 2023

**Sponsorship Opportunities**



The China-Britain Business Council (CBBC) is pleased to announce the launch of our **UK-GBA Conference** which will be held in Shenzhen on 21 November 2023. Our GBA Conference will explore the strategies being developed by British companies in the Greater Bay Area (GBA). Core themes covered during the one-day event include half-day plenary and half-day themed sessions covering technology & innovation and going global.

Our speakers will be key stakeholders in the GBA, including China CEO and senior management-level representatives from British and Chinese companies, organisations as well as senior officials from the British and Chinese Governments.

“ *The British business community is watching the development of the Greater Bay Area with great interest. For UK companies consider it to be an important driver for their Greater China operations.* ”



*The Greater Bay Area (GBA) is a strategic priority for many CBBC members whether in financial services, technology and innovation, or other sectors. To provide a platform for our members to share their vision on the future of the GBA, CBBC is putting together a one-day conference in Shenzhen this November.*

*CBBC looks forward to working closely with our members and sponsors to maximize the opportunity to engage our audience of business and Government leaders.* ”

**Sir Sherard Cowper-Coles, Chair, China-Britain Business Council (CBBC)**

# Overview

**Shenzhen:** 21 November 2023 @ JEN Shenzhen Qianhai

**Scale:** 150-200 attendees, senior representatives from GBA key stakeholders

**Format:** Hybrid conference with keynotes, panels, breakouts, and side meetings.  
Simultaneous translation will be provided.

## Target VIPs:



CBBC Chair & Chief Executive, HM Ambassador, Guangzhou Consul-General, visiting officials from UK Government, senior representatives from CBBC Members



Guangdong Provincial Government, Shenzhen Municipal Government, other key GBA Municipal Governments, major Chinese State-owned and private companies





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## UK-GBA Conference – Draft Agenda

AM – Plenary Session

- **Opening Remarks** from British and Chinese Government Officials
- **Keynote Speeches and Case Sharing**
  - ✓ Keynote I: Opportunities of International Cooperation in the GBA
  - ✓ Keynote II: UK Experience of Cooperation with Other Bay Areas
- **Panel Discussion** – reps from business/organization
  - ✓ Panel discussion I: Cross-border cooperation in GBA -Data/Finance, etc
  - ✓ Panel discussion II: How UK business to grasp the GBA developing

Lunch

PM – Themed Forum

- **Sub-forum I:** How can China-UK cooperation in technology and Innovation grasp the opportunities in GBA
- **Sub-forum II:** How can GBA companies leverage UK resources to develop overseas

*\* With limited seats, we target senior level attendees. Registrations of the event are subject to approval by the organizer. Sponsors will have ticket package and CBBC members prioritised for participating.*

Advice 建议 | Analysis 解析 | Access 渠道



# Diamond Sponsor



**Logo placement** on all promotional material including event flyer, invitation, backdrop, and any related collateral listed as Diamond Sponsor



Collaborate with CBBC to give **keynote speech or design and host a panel** on a theme related to your business



Company name **mentioned** in opening and closing remarks by CBBC Chair



**Prior access** for one company representative to attend the high-level meeting and the VIP reception prior to the day before the event (to be confirmed)



Company **video** played during event opening



Post by CBBC on our **social media** channels announcing your company as a Diamond Sponsor



Access to **media** interviews



Option to have **interview** with senior company representatives included in FOCUS



Include company material and gift in event **gift bag**



Ten complimentary **tickets**

## Diamond Sponsorship Price

Member: RMB 88,000 + VAT

Non-Member: RMB 98,000 + VAT

# Gold Sponsor



**Logo placement** on all promotional material including event flyer, invitation, backdrop, and any related collateral listed as Gold Sponsor



Company name **mentioned** in opening and closing remarks by CBBC Chair



Five complimentary **tickets**



Company **video** played during event open.



Access to **media** interviews



Option to have **interview** with senior company representatives included in FOCUS



Include company material and gift in event **gift bag**

## **Gold Sponsorship Price**

Member: RMB 48,000 + VAT

Non-Member: RMB 56,000 + VAT

# Summary of Benefits & Pricing

Benefits	Diamond	Gold
<b>Logo placement</b> on all promotional material including event flyer, invitation, backdrop, and any related collateral	Yes	Yes
Collaborate with CBBC to give <b>keynote speech or design and host a panel</b> on a theme related to your business	Yes	-
Logo on Company name mentioned in <b>opening and closing remarks</b> by CBBC Chair/MD	Yes	Yes
<b>Prior access</b> for one company representative to attend the high-level meeting and the VIP reception prior to the day before the event (to be confirmed)	Yes	-
Complimentary <b>tickets</b>	10 tickets	5 tickets
Company <b>video</b> played during event opening	Yes	-
Post by CBBC on our <b>social media</b> channels announcing your company as a Diamond Sponsor	Yes	-
Access to <b>media</b> interviews	Yes	Yes
Option to have <b>interview</b> with senior company representatives included in FOCUS	Yes	Yes
Include company material and gift in event <b>goody bag</b>	Yes	Yes
	<b>Member Price (RMB)</b>	<b>88,000+VAT</b>
	<b>Non-Member Price (RMB):</b>	<b>98,000+VAT</b>
		<b>48,000+VAT</b>
		<b>56,000+VAT</b>



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If you are interested in the sponsor opportunities outlined above, please contact Shenzhen based:  
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