



China-Britain
Business Council
英中贸易协会

CBBC UK-GREATER BAY AREA CONFERENCE 2024

Shenzhen or Guangzhou (TBC)
November 2024

Sponsorship Opportunities





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Introduction

On 21 November 2023, the China-Britain Business Council hosted our inaugural UK-Greater Bay Area Conference in Shenzhen. Over 200 delegates from across Guangdong, Hong Kong, Macau, as well as other parts of China and the UK attended the conference. Meanwhile, the event provided a platform for more than 40 speakers from the British Government, local Government, and senior representatives from British and Chinese companies with a major focus on the region.

Looking ahead to 2024, CBBC will hold our second edition of the conference aimed at addressing key topics related to the GBA and the investments and operations of our members in the region. As with 2023, CBBC will convene a line-up of speakers from a cross-section of the business and Government community to share insights and advice while providing a unique networking platform for people to make new connections.





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Conference Overview

 **Shenzhen/Guangzhou: September 2024**

 **Scale: 200+ attendees**

 **Venue: Shenzhen/Guangzhou five-star hotel**

Attendees from Chinese Government: Provincial-level officials, GBA local Governments including Shenzhen, Guangzhou, Zhuhai, Dongguan, and Foshan

UK Government representatives will be invited including the UK Ambassador, HM Trade Commissioner, Guangzhou Consul-General and other senior officials



UK-GBA Conference – Draft Programme

AM – Plenary Session

- Opening remarks from CBBC and Government Officials
- Keynote speeches (key sharing from stakeholders regarding GBA)
- Case sharing relating to GBA strategy and UK-GBA engagement
- Panel Discussion featuring representatives from business, academics, and other key stakeholders

Lunch

PM – Themed sub-forum

- Technology and Innovation – keynote speech/panel discussion
- Green Transition – keynote speech/panel discussion
- Finance and Professional Services - keynote speech/panel discussion





Diamond Sponsor - Benefits



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



Company name **mentioned** in opening and closing remarks by CBBC Senior Representative



Access for one company representative to attend any VIP meetings prior to the event



Keynote speech opportunity for a representative to speak at the conference plenary session



Ten complimentary **tickets**



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 CBBC's FOCUS www.focus.cbcc.org



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Gold Sponsor - Benefits



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 senior representative



Five complimentary **tickets**



Company **video** played during event opening



Panel speaker or moderator opportunity for a representative to speak at the conference plenary session



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



Access to **media** interviews



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Summary of Benefits & Pricing

Benefits	Diamond	Gold
Logo placement on all promotional material including event flyer, invitation, backdrop, and any related collateral	Yes	Yes
Logo on Company name mentioned in opening and closing remarks by CBBC senior representative	Yes	Yes
Access for one company representative to attend VIP meeting prior to the event	Yes	-
Keynote speech opportunity for a representative to speak at the conference plenary session	Yes	-
Company video played during event opening	Yes	-
Post by CBBC on our social media channels announcing your company as a Diamond Sponsor	Yes	-
Access to media interviews	Yes	Yes
Option to have interview with senior company representatives included in FOCUS	Yes	-
Complimentary tickets at the Conference	10 tickets	5 tickets

Diamond Sponsor

Member Price: RMB 88,000 + VAT

Non-Member Price: RMB 98,000 + VAT

Gold Sponsor

Member Price: RMB 48,000 + VAT

Non-Member Price: RMB 56,000 + VAT



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Sponsorship Level

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Tina Tu

Head of South China

China-Britain Business Council

Email: tina.tu@cbbc.org

Mobile: +86 (0) 181 2374 2793

If you are interested in the sponsor opportunities outlined above, please contact Serena for more information.

