



China-Britain
Business Council
英中贸易协会

UK-GREATER BAY AREA CONFERENCE 2025

20 November 2025 | Qianhai · Shenzhen

Sponsorship Opportunities





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Conference 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. The event provided a platform for guests with interests in the region to share their experience.

On 20 November 2025, CBBC will hold the third UK-GBA Conference aimed at addressing key topics related to the GBA and the investments and operations of our members in the region. Previous speakers include Wang Weizhong, Governor of Guangdong Province, Hai Wen, Dean of Peking University HSBC Business School, and Sarah Mann, Consul-General of the British Consulate in Guangzhou. For the 2025 conference, we are inviting a diverse range of speakers from across government and business to share their insights and perspectives on GBA development. The half-day conference includes a plenary session followed by a series of panels covering themes including financial services and technology & innovation.





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Event Overview

CBBC UK-Greater Bay Area Conference

Shenzhen: 20 November 2025

Scale: 200+ attendees

Venue: Shenzhen five-star hotel

Attendees from Chinese government: MofCom, Provincial-level officials, GBA local governments including Hongkong, Shenzhen, Guangzhou, Zhuhai, Dongguan, Foshan and so on

UK government representatives to be invited: UK Ambassador, HM Trade Commissioner, Guangzhou Consul-General and other senior officials





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2025 UK-GBA Conference – Draft Programme

Conference Plenary Session (full morning)

- Opening remarks from CBBC and government officials from UK and China
- Keynote speeches (key sharing from stakeholders regarding Finance, Fintech or Professional service relating to GBA strategy and UK-GBA engagement)
- Two fireside chats with key stakeholders from UK and GBA
- Two panel discussions featuring representatives from business, academics, and other key stakeholders in the GBA, focusing on international finance cooperation and the cross-border connection within the GBA

Sub-Forums / Roundtables with limited Observers Seats (afternoon)

- *GBA/Hong Kong as first stop for international business to China and for Chinese companies to go global*
- *Technology, Innovation and Talents in the GBA*
- *Other themes interested by members*



Diamond Sponsor

Premium Branding

- **Logo placement** on marketing materials and on-site collaterals
- Company **video** played before the conference starts

Exposure

- Company name **mentioned** in opening and closing remarks by CBBC Senior Representative
- **Social media** announcement as Diamond sponsor
- Opportunity of **media interviews** and **CBBC UK-Greater Bay Area Guide**
- Option to have video interview with senior company representatives

Access

- One company representative to attend **VIP meetings** prior to the Conference
- **Keynote speech** opportunity for a representative to speak at the Conference plenary session

Member Price: RMB 118,000 + VAT

Non-Member Price: RMB 128,000 + VAT



Gold Sponsor

Branding

- **Logo placement** on marketing materials and on-site collaterals
 - Company **video** played before the conference starts
-

Exposure

- Company name **mentioned** in opening and closing remarks by CBBC Senior Representative
 - **Social media** announcement as Gold sponsor
 - Opportunity of **media interviews** and **CBBC UK-Greater Bay Area Guide**
 - Option to have video interview with senior company representatives
-

Access

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

Member Price: RMB 58,000 + VAT

Non-Member Price: RMB 68,000 + VAT



Sub-forum Sponsor

Branding

- **Logo placement** on marketing materials and on-site collaterals
- Company **video** played before the conference starts

Exposure

- Company name **mentioned** in opening and closing remarks by CBBC Senior Representative
- **Social media** announcement as Gold sponsor
- Opportunity of **media interviews** and **CBBC UK-Greater Bay Area Guide**
- Option to have video interview with senior company representatives

Access

- **Co-host** opportunity for the themed roundtable/forum

Member Price: RMB 38,000 + VAT

Non-Member Price: RMB 48,000 + VAT



Supporting Sponsor

Branding

- **Logo placement** on marketing materials and on-site collaterals

Exposure

- **Booth** on-site
- Opportunity of **media interviews** and **CBBC UK-Greater Bay Area Guide**

Access

- **Lunch** meeting opportunity targeting specific audience from the conference audience, *details to be consulted with CBBC team.

Member Price: RMB 18,000 + VAT

Non-Member Price: RMB 28,000 + VAT



GBA Guide Sponsor

Branding

- Logo placement on CBBC UK-Greater Bay Area Guide

Exposure

- Opportunity of media interviews and CBBC UK-Greater Bay Area Guide

Access

- Access to media interviews and CBBC UK-Greater Bay Area Guide

Content Partner – Member only

Member Price: RMB 5,000 + VAT



Summary of Benefits

Benefits	Diamond	Gold	Sub-forum	Supporting
Logo placement on all promotional material including event flyer, invitation, backdrop, and any related collateral	Yes	Yes	Yes	Yes
Logo on Company name mentioned in opening and closing remarks by CBBC senior representative	Conference	Conference	Conference	-
Access for one company representative to attend any VIP meetings prior to the event	Yes	-	-	-
Speaking opportunity at the conference	Keynote	Keynote/ Panel	Panel /Co-host	-
Company video played during event opening	Yes	Yes	Yes	-
Post by CBBC on our social media channels announcing your company as a related level of Sponsor	Yes	Yes	Yes	-
Access to media interviews and UK-Greater Bay Area Guide	Yes	Yes	Yes	Yes
Option to have video interview with senior company representatives	Yes	Yes	Yes	-



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Sponsorship Level

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

