



11th edition
Made in Asia, the Sourcing Symposium

November 2021
In-person conference from 9:00am to 6:00pm
Harbour Grand
23 Oil Street, North Point, Hong Kong

SPONSORSHIP PACKAGES



A full-day in-person conference dedicated to sourcing, supported by the French Chamber's Sourcing Club.

Welcoming over 200 high-level participants in person every year since 2010, Made in Asia went virtual for the first time in 2020 to allow our speakers, sponsors, partners, and participants to engage with leading sourcing experts from around the globe and network with each other.

In 2021, we are bringing back the in-person format to Made in Asia with a full-day conference hosted along with a buffet lunch, cocktail, and countless networking opportunities.



Sponsorship Offer	Platinum Sponsor HK\$128,000 (Exclusive to one company)	Gold Sponsor HK\$68,000 (No exclusivity)	Silver Sponsor HK\$28,000 (No exclusivity)
PRE-SYMPOSIUM BENEFITS			
Your logo in all Made in Asia email communications to our database contacts (7,000+)	✓	✓	✓
Your logo on the event flyer and dedicated website for Made in Asia (madeinasia.hk)	✓	✓	✓
Your logo on FCCIHK website (15,000 unique visitors per month)	✓	✓	✓
Your logo and mentions in FCCIHK social media (10,500+ followers on LinkedIn)	✓	✓	✓
Your promotion materials sent to a database of 20,000+ contacts in Asia	✓		
AT THE SYMPOSIUM BENEFITS			
Oral reference to your company			
Verbal acknowledgment given during opening and closing remarks	✓	✓	✓
Exclusive speaking opportunity invitation to company senior executive (2-minute during opening session)	✓		
Your logo on signage during event			
Intersession slide presentation	✓	✓	✓
All event signage (hotel entrance, rooms, workshops sessions...)	✓	✓	✓
Keynote speaker podium stand	✓		

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AT THE SYMPOSIUM BENEFITS (CONT'D)			
Additional on-site visibility			
Your logo on badges lanyard	✓		
Special booth in foyer (table allocated)	✓	✓	
Your logo on registration badges	✓	✓	✓
Your logo on the electronic programme	✓	✓	✓
Your company banner at welcome desk	✓		
Opportunity to deliver company info in the programme (hard or digital)	2 pages: editorial + 1 full page (introduction for the company + QR code to get access to more info)	1 full page (introduction for the company + QR code to get access to more info)	½ page (short introduction for the company + QR code to get access to more info)
AFTER-SYMPOSIUM BENEFITS			
Your logo on all symposium materials produced after the event			
Symposium recap video + past event webpage	✓	✓	✓
Social media post	✓	✓	✓
One full-page advertising in the French Chamber magazine, Hong Kong Echo, following the symposium (date issue TBC) valued at HK \$15,000	✓		
Free tickets for the symposium	5	5	2

2020 Edition

Speakers included



Jean-Pascal Tricoire
Chairman and CEO,
Schneider Electric



Antoine Vanlaeys
Senior Vice President Operations
Asia Pacific, L'Oréal



Christophe Roussel
Executive Vice President of
Global Sourcing, Gap Inc.



Carine Pin
Co-Director,
The Mills Fabrica



AJ Mak
Founder and CEO,
Chain of Demand



Roger Lee
CEO,
TAL Group



Anne-Laure Descours
Chief Sourcing Officer,
Puma Group



Alexandre Mittet
Managing Director,
Casino Global Sourcing



Gareth Brooks
Managing Director,
VF Asia



Mark Slade
Managing Director, DHL Global
Forwarding Hong Kong & Macau



**Take advantage of
the partnership and
visibility opportunities**

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