



Annual Sourcing Symposium

November 2021

Made in Asia's 11th edition
Digitalisation in Sourcing

**SPONSORSHIP
PACKAGES**

Half-day hybrid event with in-person and online participation (subject to government restrictions)



Organised by

french chamber
HONG KONG

Platinum sponsor

Pivot88
The Smart Approach to Quality



Made in Asia – the sourcing symposium dedicated to the sourcing and supply chain sector across Asia that has celebrated its landmark 10th edition in 2020.

Building on last edition's success, Made in Asia returns in November 2021 in an even more engaging and interactive hybrid format to bring insights and knowledge in the sourcing sector across the key markets in Asia.

Supported by the Sourcing Committee of the French Chamber, Made in Asia 2021 is set to peak with more speakers and participants from Asia, and an outstanding programme put together with highly regional-focused topics, B2B-specific strategies and conversations on the latest LogTech development.



Over 200 speakers
in total in the past
10 editions



2,500 people have
attended the
conference since 2011



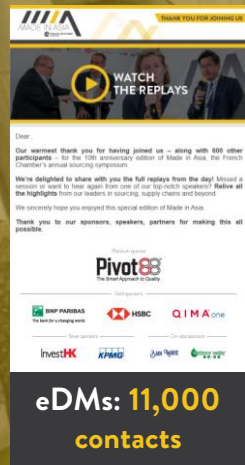
Speakers and
participants from
4 continents
around the world



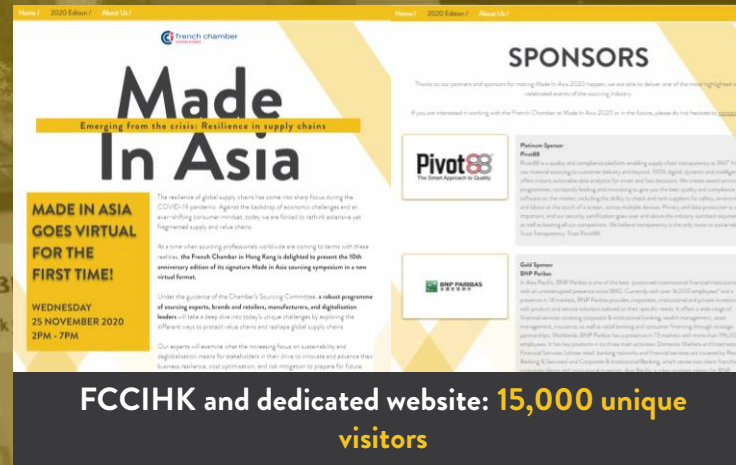


Emerging from the crisis:
Resilience in supply chains

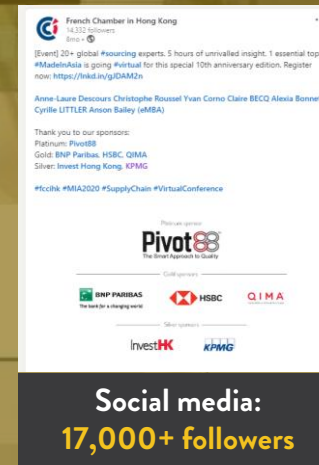
Sponsors' brand exposure in Made in Asia



eDMs: **11,000**
contacts



FCCIHK and dedicated website: **15,000 unique**
visitors



Social media:
17,000+ followers



Exclusive sponsor's speaking
opportunity during opening remarks



Sponsors' logos on backdrop



Intersession corporate videos



Post-event videos



Sponsors' logos on badges



Made in Asia 2020 – first reinvented and virtual format

Speakers included



Jean-Pascal Tricoire
Chairman and CEO,
Schneider Electric



Antoine Vanlaeys
Chief Operations Officer & Executive
Committee member, L'Oréal



Anne-Laure Descours
Chief Sourcing Officer,
Puma Group



Carine Pin
Co-Director,
The Mills Fabrica



AJ Mak
Founder and CEO,
Chain of Demand



Roger Lee
CEO,
TAL Group



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



Alexandre Mittet
Managing Director,
Casino Global Sourcing



Gareth Brooks
Managing Director,
VF Asia



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

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)
EXPOSURE BEFORE THE SYMPOSIUM			
Your logo in all dedicated Made in Asia email and social media communications	✓	✓	✓
Your logo and hyperlink on FCCIHK website and dedicated Made in Asia website (madeinasia.hk)	✓	✓	✓
EXPOSURE DURING THE SYMPOSIUM			
Exclusive speaking opportunity (3 minutes during opening remarks)	✓		
Verbal acknowledgment given during opening and closing remarks	✓	✓	✓
All event signage and collateral at the live studios	✓	✓	✓
Interession corporate video	✓	✓	
Your logo on registration badges	✓	✓	✓
Your logo on the electronic programme	✓	✓	✓
Your logo on lanyard	✓		
Your company banner in the live studios	✓		
Your promotion materials handed out to in-person participants	✓	✓	
Complimentary in-person tickets	5 tickets	5 tickets	2 tickets
Complimentary virtual passes	10 passes	8 passes	5 passes
EXPOSURE AFTER THE SYMPOSIUM			
Your logo in post-event videos and event recap on FCCIHK website	✓	✓	✓
Your brand mentioned in post-event social media posts	✓	✓	✓
Complimentary advertising	One full-page advertisement in the French Chamber magazine, HongKongEcho, in the issue following the symposium	One top banner for one week in the Chamber's weekly events newsletter	



Contact us



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

For inquiries, please contact Agnes Tang

agnes.tang@fccihk.com