

BUSINESS

FOR GOOD

▶ ENTER THE ERA OF PURPOSE

SPONSORSHIP PROPOSAL

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Time to walk the talk!

The United Nations' Sustainable Development Goals are the new reference shaping the global agenda, and it seems the role of business today is not just to participate in delivering the Goals, but to lead the way as changemakers.

More than ever, in the wake of the COVID-19 pandemic, now's the time to turn words into action and build a regenerative and inclusive economy that works for all. Now's the time for collaboration and impact!

By shifting the culture of business, we can solve the world's biggest environmental and social challenges.

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A series of events to inspire and connect

With these events, the French Chamber aims to gather actors from across the business ecosystem to **inspire**, **connect** and **share solutions** to reach the global goals!



INSPIRE

Hear from business leaders sharing their experience and vision for the future of business



CONNECT

Connect and exchange with like-minded decision makers committed to making a change



EQUIP

Practical key take-aways and best practices on the journey to sustainable business

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Discover the first instalment

On 18 June 2020, we launched the series with two webinars to set the agenda of the global Business for Good movement.



Setting the scene

A keynote speech by **Janet Pau (The Economist Corporate Network)**, followed by a panel session with speakers including **Bonnie Tse (AIA Hong Kong and Macau)** and more!



Leading the change: B-Corporations

Experience sharing from B-Corporations including insights from **Stanislas Bocquet (PALO IT)** – Hong Kong's first tech B-Corp, and many more.

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Our series continues in 2020-2021

After the success of our first two webinars,
discover our 2020-2021 calendar!

Business for Good kicked-off with **two insightful webinars in June 2020.**

The series now continues in 2020-2021 with **3 dedicated events** and workshops across 2020-2021 on these main topics:

- November 2020: The future of sustainable finance
- January 2021: Responsible consumption and production
- May 2021: Smart City and construction

Together with our partners and speakers, we aspire to exchange pioneering ideas around aligning business with purpose.

BUSINESS FOR GOOD SPONSORSHIP PACKAGE 3 webinars or events in 2020-2021	Gold Sponsor 28,000 HKD	Silver Sponsor 12,000 HKD
PRE-EVENT		
Company logo on the event website	All Business for Good webinars or events	All Business for Good webinars or events
Company logo on the event flyers sent by email to our database (7,000+ contacts)	All Business for Good webinars or events	All Business for Good webinars or events
Mention in pre-event social media posts (15,500+ contacts)	All Business for Good webinars or events	1 webinar or event
Company logo on FCCIHK employees' email signature during the week of the webinar or event	✓	
DURING THE EVENT		
Corporate video played before the official start or during intervals	1 webinar or event	
Company logo on content materials	All Business for Good webinars or events	All Business for Good webinars or events
Mention as a partner in opening remarks by the French Chamber	All Business for Good webinars or events	All Business for Good webinars or events
Complimentary tickets	3 tickets / each webinar or event	3 tickets / 1 webinar or event
POST-EVENT		
Company logo in post-event newsletters sent to all participants	All Business for Good webinars or events	All Business for Good webinars or events
Company logo in 1 dedicated article in our HongKongEcho magazine (25,000+ readers)	✓	
Mention in post-event social media posts (15,500+ contacts)	All Business for Good webinars or events	1 webinar or event
Speaking opportunity in 1 dedicated event or webinar	✓	

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CONTACT US TO BECOME A SPONSOR

**Be part of the movement,
lead the change!**

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