



China-Britain  
Business Council  
英中贸易协会



# THE SME CHINA FORUM

27 JUNE 2019

WOLVERHAMPTON, MOLINEUX STADIUM, WATERLOO ROAD, WOLVERHAMPTON, WV1 4QR



## What is the SME China Forum?

With the right advice and support, more and more UK companies are finding the Chinese market a realistic and accessible destination for their goods and services. The SME China Forum is the leading business event supporting UK small and medium sized enterprises to trade with China.

**China is the UK's 6th largest trading partner with over £22bn worth of UK goods sold to China every year, and £20bn invested by Chinese companies and entrepreneurs in the UK.** Building on this growth, it is encouraging that President Xi recently reiterated his commitment to open up the Chinese market to foreign imports.

**Topics will include:** market entry strategies, due diligence, IP, the Chinese consumer, innovation and tech partnerships, and digital.

If you work in an SME and want to spend one day equipping yourself with the best tools to do business with China, attend the SME China Forum.

**CBBC's SME China Forum will take place in Wolverhampton in the Midlands, a region famous for its engineering and manufacturing industries.**

## Why sponsor?

- Raise your profile among 200+ delegates with an interest in China and with business needs
- Position your company as a leading player in UK-China trade and investment
- Promote your company to our network of up to 1000+ members via pre and post-event marketing
- Benefit from visual branding at the conference: inclusion of company logo in literature and on stage set
- Online link from event page [www.smechinaforum.org](http://www.smechinaforum.org) to your webpage
- Acknowledgement in the post-event dedicated feature in China-Britain Business Council's magazine, FOCUS
- Network with China experts and business leaders in UK-China trade and investment
- Gain access to exclusive speaking slots
- Complimentary delegate tickets to the conference



## Gold Sponsorship £12,000 plus VAT

- Prominent visual branding pre-event, on the day and post-event. Inclusion of sponsor logos in promotional mailings, in literature and on stage set, and a link from [www.smechinaforum.org](http://www.smechinaforum.org) to sponsor's webpage
- Prominent sponsor stand in the break room on the day
- Acknowledgement in the post-event dedicated feature in the China-Britain Business Council's magazine, FOCUS
- A relevant speaker for the keynote
- Full page advert in Forum programme
- Logo on delegate Name Badge
- Option to include promotional document/report in delegate bag
- Brand featured in pre and post-event marketing
- A table with your branding at the 'CBBC Marketplace' for 1:1s with Forum attendees and potential leads

**Complimentary Delegate Tickets: 10**

## Dinner Sponsorship £8,000 plus VAT

- Visual branding pre-event, on the day and post-event. Inclusion of sponsor logos in promotional mailings, in literature and a link from [www.smechinaforum.org](http://www.smechinaforum.org) to sponsor's webpage
- Sole branding at the dinner venue
- Acknowledgement in the post-event dedicated feature in the China-Britain Business Council's magazine, FOCUS
- Dinner sponsorship can be provided as part of a broader sponsorship package

**Complimentary Tickets: 3 (for dinner event only)**

## Silver Sponsorship £7,000, plus VAT

- Visual branding pre-event, on the day and post-event. Inclusion of sponsor logos in promotional mailings, in literature and on stage set, and a link from [www.smechinaforum.org](http://www.smechinaforum.org) to sponsor's webpage
- Sponsor stand in the break room on the day
- Acknowledgement in the post-event dedicated feature in the China-Britain Business Council's magazine, FOCUS
- Half page advert in Forum programme
- Opportunity to introduce panellists or speakers to a session
- Logo on delegate Name Badge
- Opportunity to contribute branded stationary (pen or notepad) to delegate bags
- A table with your branding at the 'CBBC Marketplace' for 1:1s with Forum attendees and potential leads

**Complimentary Delegate Tickets: 5**

## Enterprise Sponsorship £4,000, plus VAT

- Visual branding pre-event, on the day and post-event. Inclusion of sponsor logos in promotional mailings, in literature and on stage set, and a link from [www.smechinaforum.org](http://www.smechinaforum.org) to sponsor's webpage
- A table with your branding at the 'CBBC Marketplace' for 1:1s with Forum attendees and potential leads
- Acknowledgement in the post-event dedicated feature in the China-Britain Business Council's magazine, FOCUS
- Sponsor stand in the break room

\*Strictly for SMEs who fall into 'Enterprise membership' category at CBBC (turnover up to £10m)

**Complimentary Delegate Tickets: 2**

This event is part of a series of SME Forums run by CBBC every year – our next event will be in Leeds on 24 September 2019. If you would like to know more about sponsoring more than one event, please contact us to discuss our discounted rates for the series.



## Contact

Sponsorship places will be allocated on a first come, first served basis.  
Contact Li Chen  
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for information.