

BEIJING 2024

# GALA

CELEBRATING SIX DECADES OF  
SINO-FRENCH BRILLIANCE  
SEPTEMBER 21<sup>ST</sup> 2024



# THE GALA

Every year the CCI FRANCE CHINE organizes its GALA in Shanghai, Beijing and Guangzhou. As the largest annual event of the French and Chinese business community in Beijing, the GALA gathers more than **650 guests** from all industries, in presence of **Officials, Executives, and Media**.



Beijing



Shanghai



Guangzhou

In addition to exquisite dinner and exciting performances, every year, our GALA chooses a theme to witness together the development and the contribution of French companies in China, and award them in front of the community.



# BEIJING GALA 2024

This year's special edition aims to celebrate the 60th Anniversary of the Establishment of Diplomatic Relations between France and China.

This very special event is the unique occasion to meet the elites from the French and Chinese business communities in the most exclusive atmosphere.

The Gala this year will also highlight the know-hows and the business initiatives took by the French companies contributing to reinforce the Sino-French relation and make our world a better place.



中国 法国  
FRANCE CHINE  
1964 - 2024





# SAVE THE DATE

## Date

Saturday, September 21<sup>st</sup> 2024

## Venue

Hyatt Regency Beijing

## Agenda

- 5:30 pm – 7:00 pm: Champagne Cocktail
- 7:00 pm – 10:00 pm : Exquisite French dinner
- 10:00 pm – Late: Nightfall Dancing





# PROGRAM

An evening full of surprises !



Cocktail Champagne



Company Booth



Official Speeches



Happenings



Fine Dinner



Performances



Awards



Lucky Draw



After Party





中国 法国  
**FRANCE CHINE**  
1964 - 2024

# BECOME A PARTNER



# OUR LAST YEAR'S PARTNERS

## PLATINUM



## GOLD



## SILVER



## BRONZE





# PARTNERS' BENEFITS

Taking part in CCI FRANCE CHINE Beijing Gala is a great opportunity to extend your brand notoriety and image among the French & Chinese Business Community

- Reach top level Executive
- Be part of the largest Asian French Corporate Event
- Benefit from large-scale advertising
- Invite your clients and partners
- Show your know-how or project initiatives
- Promote your company in the most prestigious event of the community
- Enjoy an exquisite dinner from our best French Cuisine Chefs





# PARTNERS' PACKAGES

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Different packages for different needs of exposure.  
Choose the right sponsorship to promote your company.

**Platinum  
Partner**

**Gold  
Partner**

**Silver  
Partner**

**Bronze  
Partner**



# TABLES & SEATS

Get a table for your company and invite your guests!

**Platinum  
Partner**

**3 tables**

**Gold  
Partner**

**2 tables**

**Silver  
Partner**

**1 table**

**Bronze  
Partner**

**5 seats**





# COMPANY BOOTH

**Platinum & Gold Partners** can promote their products and/or project initiatives on a company booth. Great exposure and interactions with the guests during the cocktail.





# CUSTOM MADE ANIMATION

The Gala provides a prestigious platform for companies to exhibit their know-how, expertise or celebrate special occasion





# PROMOTIONAL VIDEOS

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During the Gala, **Platinum & Gold Partners** can provide 1 corporate or promotional video to be displayed on the giant screen in front of the audience.





# AWARDS

This year's Beijing Gala will pay tribute to the companies that have played a pivotal role in strengthening Sino-French relations and fostering a more prosperous future for our world by their positive initiatives.





# LUCKY DRAW

Give great visibility to your products and services by offering a Premium Gift  
for our unmissable Lucky Draw.





# GIFT BAGS

What better way for people to know your company than giving them gifts they will bring home.  
Each guest will receive a giftbags in which you can put:

- Products
- Vouchers
- Brochures
- Samples





# PACKAGES DESCRIPTIONS 1/2

Packages	Platinum	Gold	Silver	Bronze
Amount* (RMB)	180 000	120 000	80 000	50 000
Free seats	30	20	10	5
On-site Exposure (during the Gala)				
Custom-made Animation/Show	★			
Reception Logo	★			
On-stage Video Broadcast	★	★		
Know-how demonstration (booth/stand)	★	★		
Principal Backdrop Logo	★	★		
Side Boards Logo	★	★	★	
Logos Board / Photo Backdrop	★	★	★	★
Screens Logo	★	★	★	★
Logo on Invitation Card	★	★	★	★
Logo on Gala Program	★	★	★	★

\* Applicable 6.72 % V.A.T. is not included in the above shown price



# PACKAGES DESCRIPTIONS 2/2

	Platinum	Gold	Silver	Bronze
MEDIA Coverage				
Interviews and articles in our Media partners	★			
Exposure at CCI FRANCE CHINE (before and after the event)				
One customized event during the year at the French Chamber	★	★		
Roll-up Banner Logo	★	★	★	
Reception Screen Logo	★	★	★	★
Digital Exposure				
Website Advertising	★	★		
Newsletter Advertising	★	★		
Advertorial eMailing	★	★	★	
Beijing Newsletters Logo	★	★	★	★
Mailings Logo	★	★	★	★
Website Logo	★	★	★	★
Exposure on social media	★	★	★	★

\* Applicable 6.72 % V.A.T. is not included in the above shown price



# CONTACTS



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## Thank you for your support!