

MEDIA KIT

2022



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2022

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**DID YOU
KNOW ?**



BUSINESS CENTER

CCI FRANCE CHINE

**has 4 Business Centers located in the city center
of Beijing, Guangzhou, Shanghai & Shenzhen.**



CCI FRANCE CHINE
中国法国工商会

MEDIA KIT 2022



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NETWORK

CCI FRANCE CHINE is represented by 4 branches and representatives across China.



NORTH CHINA

507 members

BEIJING BRANCH

Representations: Dalian and Qingdao

CENTRAL CHINA

815 members

SHANGHAI BRANCH

Representations:
Chengdu, Chongqing and Hangzhou

SOUTH CHINA

290 members

GUANGZHOU, SHENZHEN BRANCHES

Representations: Guangxi and Kunming

2021 KEY FIGURES



1,612

Members

79

Patron Members



305

Events
Offline & Online



13,000

Events
Participants



64

Hosted
Companies



27

Business Support
Projects



88

Trainings
Offline & Online



585

Trainees



48

Recruitments

PATRON MEMBERS



The magazine of the French business community in China.



Created 22 years ago, the Chamber's magazine is the only publication in French on economy and finance in China.

Written by experts for experts, Connexions provides an in-depth overview of China's contemporary economic issues.

Each publication is defined by a theme that aims to be relevant to the French business community in China such as the services sector, luxury industry, R&D, Internet...

Connexions' 20,000 readers are directors, managers and French and Chinese economic decision-makers at the heart of Sino-French relations.

CONNEXIONS MAGAZINE KEY FIGURES

COMMUNICATE via a stylish magazine that is recognised by readers for its high-quality content.

TARGET hard-to-reach leading decision-makers in China.

ALIGN your brand with the only French magazine focused on China.

PUBLISHED: 3 times a year

PRINT RUN: 4,100 copies

ONLINE VISIBILITY: website, Wechat & LinkedIn

READERSHIP: 20,000 readers

CIRCULATION: free of charge to all our members, French Chambers of Industry and Commerce in France and Asia, French Embassy, Consulate, trade offices in China, 16 Accor hotels in China, 7 Parkway Health hospitals, Alliance Française, French bookshops in China.

PRINT CIRCULATION



- CHAMBER MEMBERS: 70%
- FRENCH AND CHINESE OFFICIALS: 17%
- ACCOR HOTELS IN CHINA: 6%
- CHAMBERS OF COMMERCE AND INDUSTRY IN FRANCE AND IN ASIA: 5%
- PLACES FREQUENTED BY FRENCH COMMUNITY IN CHINA: 2%

READERSHIP



- DECISION-MAKERS: 70%
- MANAGERS: 30%

2022 MAIN TOPICS

n° 95 • To be determined

n° 96 • To be determined

n° 97 • To be determined

HIGH-LEVEL CONTRIBUTORS

Recognised as a top-quality magazine, Connexions benefits from many experts contributions.



CONNEXIONS 90

Christophe LAURAS

PRÉSIDENT DE LA
CCI FRANCE CHINE
SENIOR VICE PRÉSIDENT
OPERATIONS - CHINA AC-
COR



CONNEXIONS 90

Jean-Marc FENET

AMBASSADE DE FRANCE EN
CHINE
CHEF DU SERVICE
ÉCONOMIQUE RÉGIONAL
POUR LA CHINE ET LA
MONGOLIE



CONNEXIONS 90

Thibaut FABRE

DIRECTEUR DE BUSINESS
FRANCE EN CHINE



CONNEXIONS 91

Fabrice MEGARBANE

PRÉSIDENT ET DIRECTEUR
GÉNÉRAL DE L'ORÉAL
CHINE



CONNEXIONS 92

François TARDIF

VICE-PRÉSIDENT EXÉCUTIF
FAURECIA CHINE

FEATURE YOUR COMPANY IN CONNEXIONS MAGAZINE

Several types of advertising inserts

a Back cover

b Full Page

c Half page

d Double page

a b

c d



THEY TRUST US



CONNEXIONS MAGAZINE 2022 RATES

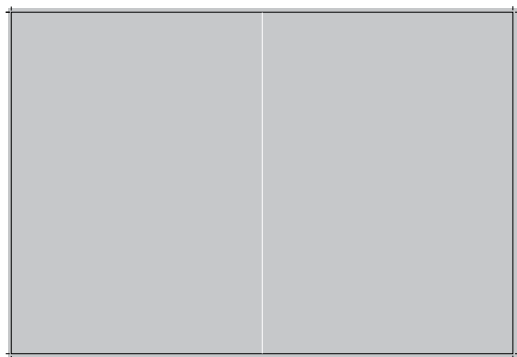
*Rates in RMB, taxes excluded**

*Special discounts are offered on certain communication packages,
contact us for more information*

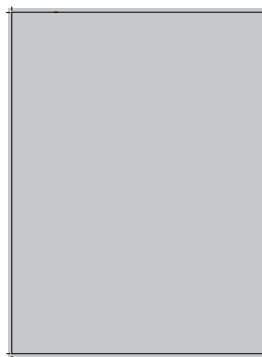
ADVERTISING POSITIONS	OFFER 1 ISSUE		OFFER 3 ISSUES	
	STANDARD PRICE	MEMBER PRICE	STANDARD PRICE	MEMBER PRICE
BACK COVER	¥25,000	¥20,000	¥68,000	¥54,000
INSIDE FRONT COVER	¥20,000	¥16,000	¥54,000	¥43,000
INSIDE BACK COVER	¥19,000	¥15,000	¥51,000	¥41,000
PREMIUM PAGES – FIRST 3 POSITIONS	¥18,000	¥14,000	¥49,000	¥38,000
FULL STANDARD PAGE	¥13,000	¥11,000	¥35,000	¥30,000
DOUBLE STANDARD PAGE	¥24,000	¥19,000	¥65,000	¥51,000
HALF PAGE	¥8,000	¥7,000	¥22,000	¥19,000
ADVERTORIAL - 1 PAGE	¥18,000	¥15,000	¥49,000	¥41,000
ADVERTORIAL - 2 PAGES	¥29,000	¥23,000	¥78,000	¥62,000
INSERT (PRINTED ON BOTH SIDES)	¥16,000	¥13,000	¥43,000	¥35,000
COMPANY BROCHURE (4 PAGES MAXIMUM)	¥30,000	¥24,000	¥81,000	¥65,000

** All above prices are subject to 6.72% taxes.*

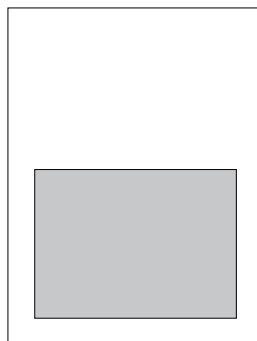
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN CONNEXIONS



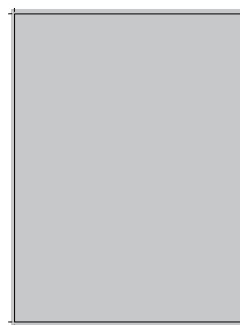
Double page | Picture size: H 285mm x L 420mm
Margin (3mm) | Bleed



Full page
Picture size: H 285mm x L 210mm
Marge (3mm) | Bleed



Half page
(vertical or horizontal)
Picture size:
H 125 mm x L : 170 mm
ou H 245 mm x L 81 mm



Insert
Picture size:
H 260 mm x L 190 mm
Marge (3mm) | Bleed

MEMBERS' DIRECTORY 2023

AN EXTREMELY USEFUL TOOL TO REACH & TO BE FOUND (BY) CLIENTS AND BUSINESS PARTNERS



EXPOSURE

PROMOTE your company in an effective institutional communication tool.

BENEFIT from a year's exposure in the French business community in China's number one directory.

GET LISTED

RESERVATION:

before October 1st, 2022

MEMBERSHIP RENEWAL:

before October 1st, 2022

RECEPTION OF INFOS & ADS:

before October 23th, 2022

PUBLICATION: January 2023

VISIBILITY: 1 year

PRINT RUN: 3,200 copies

READERSHIP: decision makers (CEOs, Managing Directors, Senior Managers), French official services in China, Local authorities.

CIRCULATION: free distribution to our 1,612 members, 126 French Chambers around the world, French Chambers in France, French institutions in China, foreign chambers of commerce in China.

FEATURE YOUR COMPANY IN CCI FRANCE CHINE DIRECTORY

Several types of advertising inserts

a Back cover

b Inside front cover

c Bookmark

d Facing Patron Members

e Profile

Recruitment of C-level executives, directors & future managers / High potential talents
Since 2008 in China, Asia, since 2014 in more than 50 countries
In each country, we specialize in the identification of local talent executives

Manufacturing, Industrial & IT
Aerospace, defense, general, electronic, energy (oil & gas, wind, solar & biomass), ICT, luxury, robotics, NDT
Life Sciences
Pharmaceutical, biotechnology, beauty & cosmetics, medical devices, medical equipment, diagnosis
Other Sectors
Automotive, precision, defense, electronics, CRO, construction & real estate, food, mining & minerals
Other Sectors
IT, software, materials, biotech, clean tech, digital, defense, electronics, quantum computing

FMA Board FMA is not a network, but a group made up of 30+ companies

Future Manager Alliance

Recruitment in China, Hong Kong, Japan & South Korea

Recruitment in Europe

Recruitment in USA, Mexico, Brazil & Argentina

CONTACT: Nicolas MELON n.melon@cci-francechina.com
+86 21 8218 1228 www.cci-francechina.com

NEGOTIATION INTELLIGENCE FOR EVERY DEAL

CCI operates in China, England and France

**DOUBLE YOUR
NEGOTIATION EFFICIENCY**

**DOUBLE YOUR
COMMERCIAL EFFICIENCY**

BE AN INSPIRING LEADER

Official China representative of

2021 HIGHLIGHTS

500% growth in 2021
Successful coaching, 4 Global Leaders, CCI France Tech
Negotiation & Conflict Resolution, 1800+ leaders, CAC20 companies
Team training, 20+ top sales leaders, 1000+ group sales 100+ group

"Nicolas is a real negotiation expert whose interventions bring a lot of value with consistency and professionalism."
David SIMONE, JMC CEO and Group SVP, Saint-Gobain

**BETTER
WAYS**

MAKING SUPPLY CHAINS
MORE SUSTAINABLE EVERY DAY

CMA CGM

QR codes for WeChat Account and WeChat Video Channel

A wide range of skills, one idea of excellence.

PATRON MEMBERS
CCI FRANCE CHINE warmly thanks its Patron Members for their great support

Logos of various companies including Airbus, Alcatel, Amgen, etc.

SKEMA BUSINESS SCHOOL
AT HOME WORLDWIDE

A Global School

3rd Best Business School in the world (QS World University Rankings 2021)

5th Best Business School in the world (AACSB Accredited)

CONTACT

MEMBERS' DIRECTORY 2023 RATES



*Rates in RMB, taxes excluded**

Special discounts are offered on certain communication packages, contact us for more information

ADVERTISING POSITIONS	STANDARD PRICE	MEMBER PRICE
INSIDE FRONT COVER / INSIDE BACK COVER	¥42,500	¥34,000
BACK COVER	Contact us	Contact us
BOOKMARK	¥36,000	¥29,000
FULL PAGES WITHIN THE FIRST PAGES (P.3 TO P.7)	¥39,500	¥31,500
1/2 PAGE P.4	¥23,500	¥19,000
FACING BOARD OF SPONSORS FACING TABLE OF CONTENTS	¥39,000	¥31,000
FACING THE CCIFC PRESIDENT EDITORIAL OR THE FRENCH AMBASSADOR EDITORIAL (IN ENGLISH OR CHINESE)	¥30,500	¥24,500
FULL PAGE WITHIN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥30,500	¥24,500
1/2 PAGE IN THE INTRODUCTION PAGES (SEVERAL POSITIONS AVAILABLE)	¥17,500	¥14,000
FULL PAGE SECTION DIVIDER FRONT OR BACK (BEIJING, SHANGHAI)	¥29,500	¥23,500
FULL PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	X	¥19,500
1/2 PAGE FACING YOUR COMPANY PROFILE (BEIJING, SHANGHAI)	X	¥6,000
FULL PAGE SECTION DIVIDER BACK AND FRONT (SOUTH CHINA, HONG KONG & MACAU)	¥23,500	¥19,000
FULL PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	X	¥15,000
1/2 PAGE FACING YOUR COMPANY PROFILE (SOUTH CHINA, HONG KONG & MACAU)	X	¥6,000

* All above prices are subject to 6.72% taxes.

WE'RE GOING

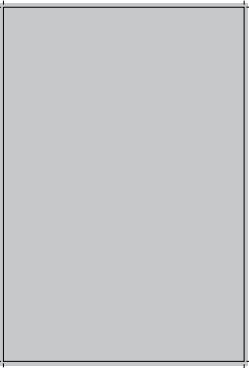
DIGITAL

DISCOVER OUR NEW ONLINE DIRECTORY

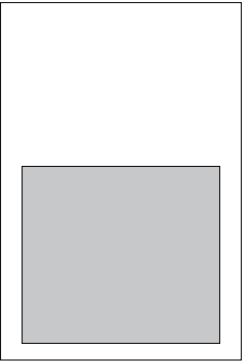


Book one advertising space on the paper version and benefit from visibility in the digital version for free. The Digital version will be released soon! Contact us for more details.

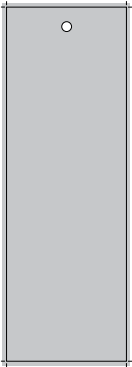
SIZE SPECIFICATIONS OF ADVERTISEMENTS IN DIRECTORY 2023



Full page
Picture size:
H 240mm x L 162mm
Marge (3mm) | Bleed



Half page
Picture size:
H 120mm x L 134mm



Book mark
Picture size:
H 180 mm x L 60 mm
Marge (3mm) | Bleed

Publication:
January 2023

Reservation
dead-line :
before October 1st, 2022

Reception of the
advertisements picture
dead-line :
December 23th, 2022

WEBSITE

Updated daily, the www.ccifc.org portal covers all the services and activities of the CCI FRANCE CHINE and its branches.

Statistics

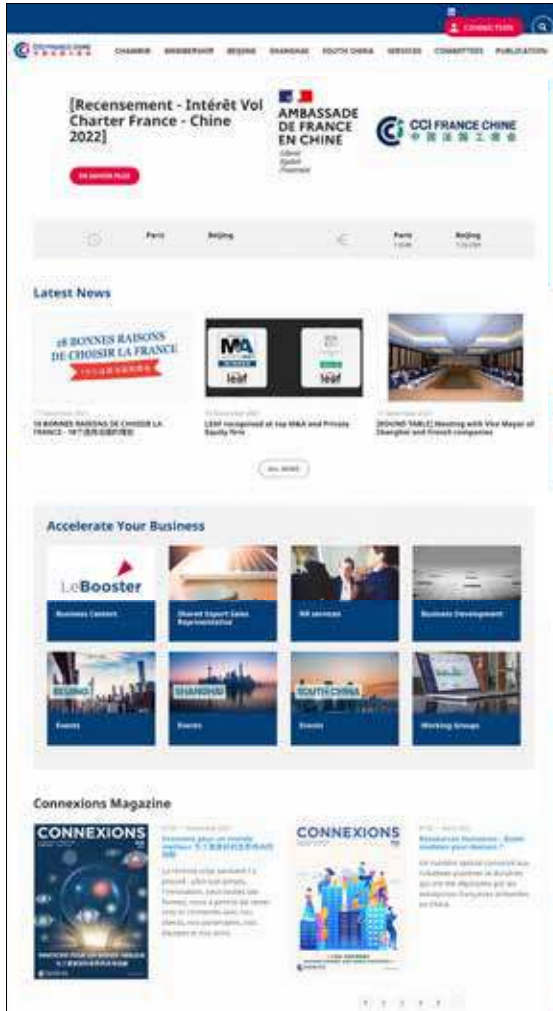
7,987 * page views per month

1,375 * unique visitors per month

38% * of visits originate in China

34% * of visits originate in France

* Google analytics 02/2021



TARGET

CCI FRANCE CHINE members and non-members, CCI branch offices in France, thought leaders, service providers, journalists, students and Chinese political and economic bodies.

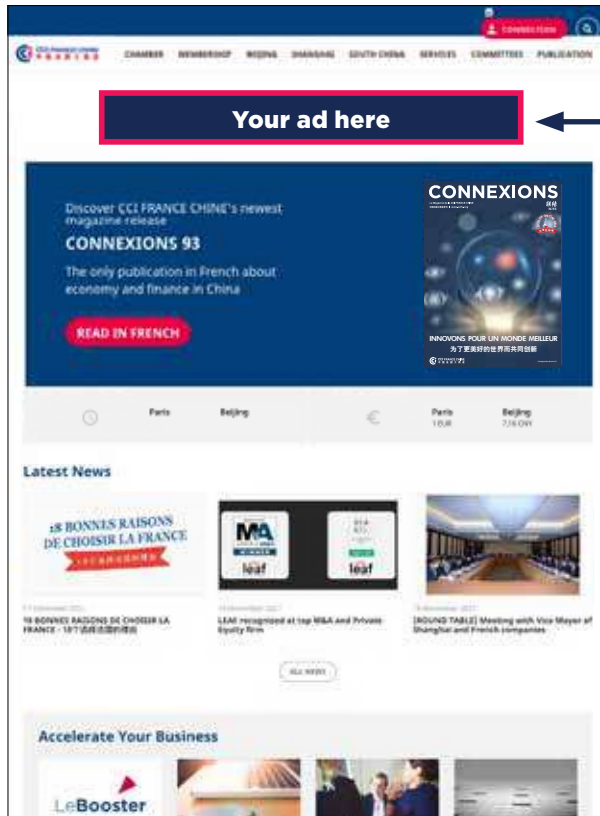
FEATURE YOUR COMPANY ON

WWW.CCIFC.ORG

GET your message across to Internet users in France and China.

PROMOTE your organisation to a large target audience with an interest in China.

SIZE SPECIFICATIONS OF ADVERTISEMENTS IN WEBSITE



Under the header

Visible on every page

Picture size:

H 90px x L 768px (expandable to H 90px x L 1,000px)
jpg | gif | link

WEBSITE

Banner on every page

DURATION	STANDARD PRICE	MEMBER PRICE
2 WEEKS (UNDER THE HEADER)	¥7,000	¥5,000
1 MONTH (UNDER THE HEADER)	¥11,000	¥8,000
2 MONTHS (UNDER THE HEADER)	¥14,000	¥11,000

Rates in RMB, Taxes excluded Special discounts are offered on certain communication packages, contact us for more information.*

* All above prices are subject to 6.72% taxes.

NEWSLETTERS

A total of four weekly newsletters – Beijing, Guangzhou, Shanghai and Shenzhen – are sent out by email, covering news about the CCI FRANCE CHINE and members of its Board of Sponsors.



BEIJING

Published: weekly
Distribution: by email
to 5,000 contacts.

SHANGHAI

Published: weekly
Distribution: by email to
4,000 contacts.

SOUTH CHINA

Published: weekly
Distribution: by email to
2,500 contacts.

TARGET

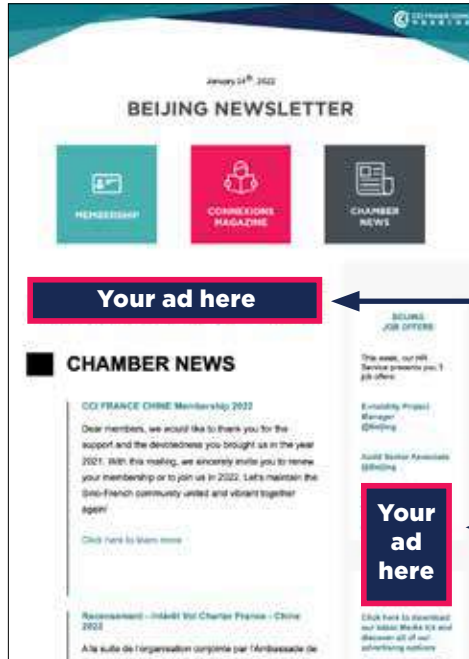
French, Chinese and English-speaking directors and employees from our 1,612 member organisations, along with French-speaking and other foreign institutions in China and the media.

FEATURE YOUR COMPANY IN OUR NEWSLETTERS

COMMUNICATE key news and information quickly and effectively to 11,500 contacts

TARGET your communications by region: Beijing, Shanghai and South China (Guangzhou/Shenzhen)

SIZE SPECIFICATIONS OF ADVERTISEMENTS IN NEWSLETTERS



Horizontal Banner

Picture size:
H 70px x L 474px
jpg | gif | link

Vertical Banner

Picture size:
H 233 px x L 172px
jpg | gif | link

NEWSLETTERS

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE	DIMENSIONS IN PIXELS
HORIZONTAL (1 MONTH)	NATIONAL	¥10,000	¥8,000	474 X 70
VERTICAL (1 MONTH)	NATIONAL	¥9,000	¥7,000	233 X 172
HORIZONTAL (1 MONTH)	LOCAL	¥3,500	¥2,500	474 X 70
VERTICAL (1 MONTH)	LOCAL	¥3,000	¥2,500	233 X 172

*Rates in RMB, taxes excluded**

Special discounts are offered on certain communication packages, contact us for more information


** All above prices are subject to 6.72% taxes.*

WECHAT OFFICIAL ACCOUNT

Renew your membership 2022

CCI FRANCE CHINE 2022-07-17 18:11

Your ad here






JOIN THE 1st FRENCH NETWORK IN CHINA

Dear Members and Chinese Partners,

We would like to thank you for the support, the devotedness you brought us in the year 2021. Even though there were many challenges during the year, alongside with you, we succeeded in maintaining the Sino-French community united and vibrant.


In this hopeful early 2022, we sincerely invite you to renew your membership or to join us and we will keep providing high quality services to make your membership meaningful.




MEMBERSHIP 2022

Registration: You can find different types of membership below. Please click on the one that your company needs, download, and fill out the registration form and send it to the corresponding contact. For more information, please contact your local Chamber representative.

Enjoy 15% discount by registering "Corporate Members" before March 31st, 2022.



Membership dedicated to Corporates, SMEs, Multi-Nationals



Membership dedicated to Start-ups & Entrepreneurs in China

- 10,600 Actives Followers
- 1 push/week
- 8 articles/push

Horizontal Banner Inside All Articles

Picture size:
H 334px x L 960px
jpg | gif | link

POSITION	DIFFUSION	STANDARD PRICE	MEMBER PRICE
HORIZONTAL TOP POSITION (1 MONTH - 4 PUSHES)	NATIONAL	¥7,000	¥6,000

* All above prices are subject to 6.72% taxes.

ADVERTISE IN OUR MEDIA CONTACT US

NATIONAL

Morgan LEFEVRE

E-mail: lefevre.morgan@ccifc.org

Tel: (010) 6461 0260 ext. 120

BEIJING

Émile ZHANG

E-mail: zhang.emile@ccifc.org

Tel: (010) 6461 0260 ext. 136

Suites 203-216&222, 2F, Building 81,
No 4 Gongti North Road,
Chaoyang District,
Beijing 100027, P.R.C.

北京市朝阳区工体北路4号院
81号楼二层203-216&222室
邮政编码: 100027



**WeChat
Official Account**

SHANGHAI

GAO Zeqi

E-mail: gao.zeqi@ccifc.org

Tel: (021) 6132 7107

2/F, Mayfair Tower,
83 Fumin Road,
Shanghai 200040, P.R.C.

上海市富民路83号巨富大厦2楼
邮政编码: 200040

SOUTH CHINA

Estelle BOURIANE

E-mail: bouriane.estelle@ccifc.org

Tel: (020) 2916 5531

Room 802, 8/F Leatop Plaza,
32 Zhujiang Dong Road, Zhujiang New Town,
Guangzhou 510623, P.R.C.

广州市珠江新城核心区珠江东路32号
利通广场8楼802室
邮政编码: 510623



THE FRENCH CHAMBER OF COMMERCE
AND INDUSTRY IN CHINA

WWW.CCIFC.ORG

Beijing • Guangzhou • Shanghai • Shenzhen

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Site