

German Industry and Commerce Ltd. 德國工商會有限公司



German Chamber of Commerce Hong Kong 香港德國商會

Business Promotion Services

<u>Content</u>

- A. Electronic Direct Mailing (EDM) to GCC Members
- B. Banner Advertisement (What's up @ AHK)



For bookings or enquiry for redemption of service, please contact:

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A. Electronic Direct Mailing (EDM) to GCC Members

- Three available templates (A, B & C)
- Sent out to the consented GCC members or a subset (popular choice is by location only e.g. Hong Kong members)

EDM Specifications

• Text/image (.jpeg)/hyperlink (s) materials supplied by client. For the best image results, use an image with a minimum width of 600px that is no larger than 10MB.

What is needed from your side are:

- All text- title, subtitle (if any), body text. This should include any hyperlinks and general contact details.
- Dependent on which template, one or more images in .jpg format.
- Date that the mailing should be sent
- All the above should ideally reach 7 working days ahead of broadcast to ensure the broadcast date. A draft of the mailing will be created for your confirmation prior to the actual broadcast.
- Regular service rate for EDM is HK\$1,600 per mailing at member rate. HK\$1,500 to repeat the same mailing. Additional mailings booked ahead are at a rate of HK\$1,200 per mailing when confirming 4 or more mailings per year; HK\$1,400 per mailing for 2-3 mailings per year.

| Template A | Template B | Template C |
|--|--|--|
| Image strong (one column) | Text strong (2 Columns) | Text strong (3 Columns) |
| Advertisement | and the second s | Advertisement |
| Title with Member Company name | Title with Member Company name | Title with Member Company name |
| Short introduction text Option text text text text text text text t | Special Spe | special officer |
| Further short lead test le | OR Vertical Placement Vertraining Vertrain | <text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text> |
| E-mail: Intel@honglaining all-bits, www.bonglaining all-bits. DISCLAIMER: This mailing is a corporate promotion service of DICOCC: The contents of the mailing alo not necessarily reflect any opinions of DICOCCC, nor do we endorse any product or company through such activity. | Received this mailing from a friend? Join our mailing likels directly. | Garman Molary and Communia Liz. / Garman Doumlar of Commanys, Hung Kong |

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B. Banner Advertisement (What's up @ AHK)

Top Banner Advertisement

- Placed in "What's up @ AHK" under the "Featured Event" section.
- Includes a hyperlink.
- A banner of 600 x 200 pixels (.jpeg) provided by the client at least 5 days prior to broadcast. Broadcast dates are every Monday at 9:30 a.m. (except public holidays).

Application

 Voucher + additional cost of HK\$600 (Regular service rate for banner adverts is HK\$3,000 for a one-time placement).

What is 'What's up @ AHK'?

• GIC/GCC's weekly event and member newsletter, sent to over 10,000 subscribers.

| 💐 анк | Events |
|--|--|
| What's What's What's | up @ AHK |
| Good morning, Hendrik Hillebrecht, | |
| kick offl Be sure to sign up and gain com indusity knowledge to ensure high quality have a few slots available for the Fast-Tra- | abildung der Ausbilder) programme will Inally prehensive insights into teaching techniquée and i training für your employees. Maanthie, we still ek Sustainability Management series beginning d join us to learn about essential sustainability |
| inviting GCC members to the Goethe Dis Germany and Hong Kong. Then, at the en | have something for you. The Goethe Institut is see Night, a lively disco party featuring Du's from d of August, we will be welcoming back members mer break at the GCNetwork @ Wilkhahn Vie |
| We thank you for your continued support a Your GIC/GCC Team | nd wish you a great week ahead. |
| GCC Pre | enium Partners |
| DZ BANK Haw | ksford -BASE |
| <i>—</i> | M THE REAL PROPERTY |
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| ACCLIME | |
| Featured Event | |
| 6 X / AZ | Train the Trainer - Ausbildung der Ausbilder (AdA) |
| | From 1 August until 4 October 2024 2.00.5.00 pm Germani-kub, Causeway |
| 0.0 | Bay |
| | Ideal for Training companies under the Dual System Professional Training programme, aspiring trainers of young |
| | talent Learn more |
| | |
| | |
| Spe | ecial Her |
| Social Events | |
| GCNetwork @Wilkhahn 29 August 6.00-8.30 pm Wildhahn, | |
| Unit 4505-7, 451F, 333 Lockhwrt Rowd, Wan Chai | STRA |
| Learn more | |
| | |
| Members Invite Members | |
| | Goethe Disco Night — Disco Party with LIVE DJ Sets |
| | 10 August 9 00 pm-12 00 am Goethe- Gallery & Black Box Studio, 14T, Hong |
| GOETHE | Kong Arts Centre, 2 Harbour Road, Wan Chei |
| DISCO | Learn more |
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