



GIC/GCC Media Kit 2024

#PartnerForPublicity



Be Seen. Be Heard. Be Remembered.



Sponsorship Opportunities

Place your brand centre stage with our year-round sponsorship opportunities: Become a **GCC Premium Partner** (members only) and gain maximum visibility in our network for a whole year, or make an impact at our next **flagship events**.



Ad Placements

Leverage our digital publication channels to reach your target audience: Be featured in our **Annual Report**, place a memorable banner advertisement in our **weekly newsletter**, or get your message across with a custom **corporate promotion EDM**.



Multimedia Promotion

Feature prominently in our multimedia formats across various social media and streaming platforms: Introduce your company in a **customised video**, in a **written interview** on our website, or through our **German-language podcast**.



MEMBERS ONLY

Become Our Premium Partner

GCC is one of the largest chamber organisations in Hong Kong. We offer everything from local events and working groups to representation of our members' business interests to individual services and marketing opportunities.

If you're looking to develop your brand in Hong Kong and tap into the German business community, we're here to support you!

Premium Partnership

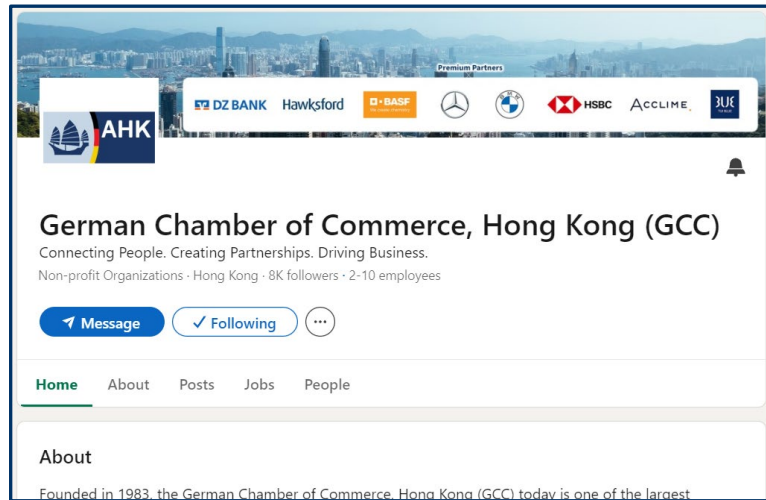
HKD 55,000 p.a.

FROM
NETWORK
TO
**NET
WORTH**



YEAR-ROUND PUBLICITY

Premium Partnership



BRAND VISIBILITY

Your brand will be featured year-round on our homepage and LinkedIn account, in all GCC event mailings and staff e-mail signatures, as well as on screen at our GIC/GCC office.



EVENT EXPOSURE

Your logo will be displayed on our roll-up banner at every in-house or external GCC event and on the stage backdrop on special event occasions like the GCC Annual General Meeting.



EXCLUSIVE INVITATIONS

You will be invited to join exclusive roundtables, evening receptions, and other event formats with high-level political and business delegations from Germany.



TARGETED ADS

Reach Your Target Audience

Let people know about you! Our **digital publication channels** are an ideal way to communicate with your target audience – cost-efficient and customised.

Share your message with **over 12,000 business professionals** across all industries and sectors through individualised ad campaigns or through our flagship publications.

For an impression that lasts.

IT'S NOT JUST ABOUT THE KNOW HOW,
BUT ALSO ABOUT THE

**KNOW
WHO**



AD PLACEMENTS

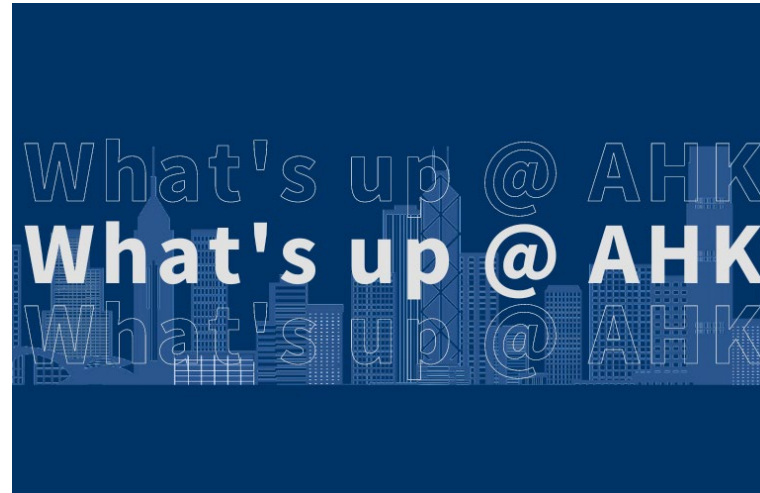
Feature in Our Publications



GIC/GCC Annual Report

Year-round exposure to the German and international business community through our flagship print (500 distributed copies) and digital brochure [\[View here\]](#).

Outside cover (back):	HKD 8,000
Inside cover (front or back):	HKD 6,800
Full page (ROP):	HKD 5,500
Double page spread:	HKD 9,000



Weekly Newsletter

Top banner in our weekly newsletter to members and stakeholders of the German business community, ensuring high visibility and engagement.

Every Monday (except public holidays) at 9:30 am HKT.

Cost per mailing:

- HKD 3,000 for one confirmed mailing*
- HKD 2,600 for 2-3 confirmed mailings
- HKD 2,200 for 4 or more confirmed mailings

** GCC members may redeem their corporate promotion EDM voucher to lower the regular rate to HKD 600 (one time only).*



Corporate Promotion EDM

Direct mailing of your promotional content to consenting GCC members, or a subset (e.g., only members located in Hong Kong or in a specific industry).

Your content, your schedule.

Cost per mailing:

- HKD 1,600 for one confirmed mailing*
- HKD 1,400 when confirming 2-3 mailings per year
- HKD 1,200 when confirming 4 or more mailings per year

** GCC members receive a one-time free corporate promotion EDM voucher.*

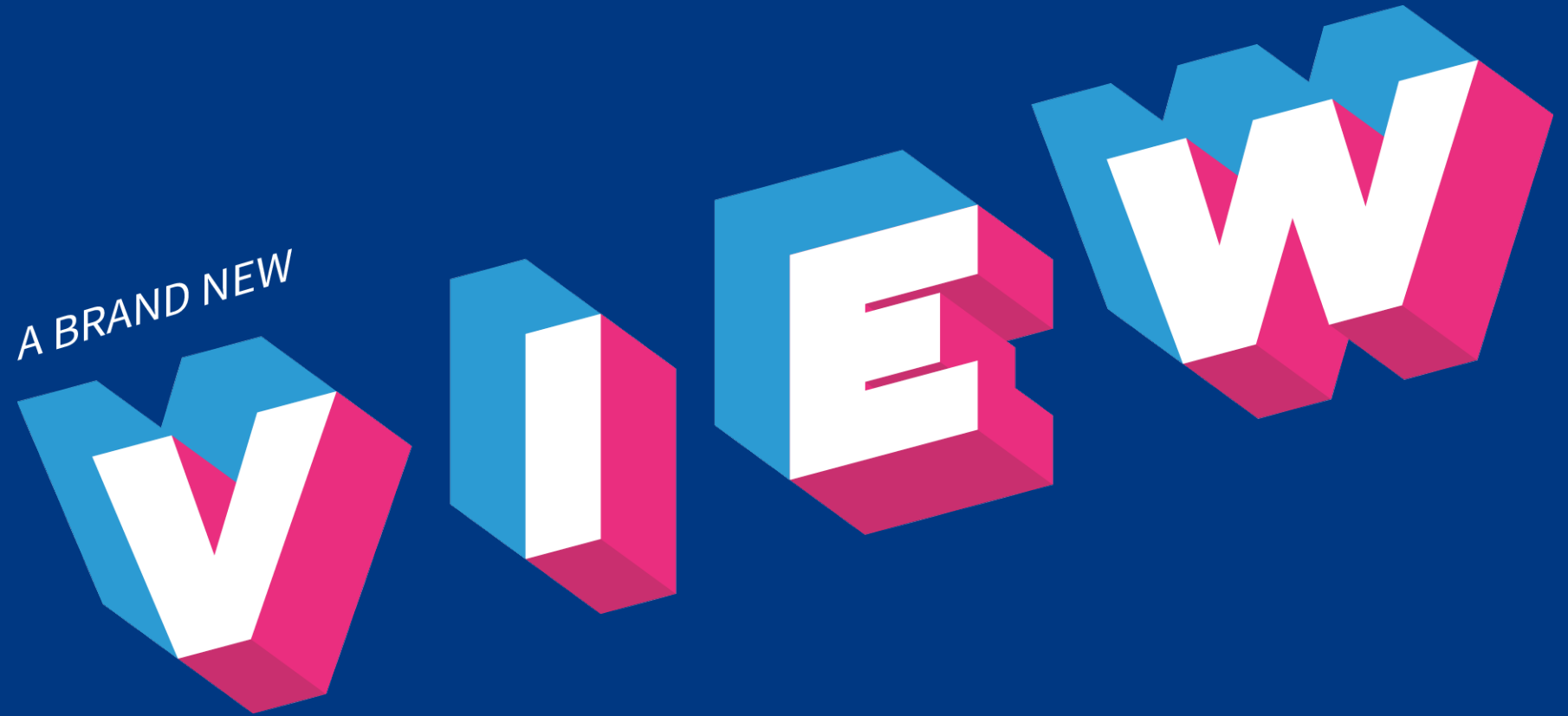
MAKE AN IMPRESSION

Feature in Our Multimedia Formats

Our **multimedia formats** offer a variety of options for engaging with your target audience and promoting your brand.

Make a **lasting impression** with a customised video portrait about your company or get your message across via our German-language business podcast – the only one of its kind.

Give it a try!



VIDEO PROMOTION

Lights, Camera, Action!

	Meet Our Member	Member Focus
Format	Member introduction	Company profile
Length	≤ 90 seconds	≤ 3 minutes
Content	<p>Standard questionnaire to one Corporate Representative <i>(each answer 15-20 seconds)</i></p> <ol style="list-style-type: none"> 1. Introduce yourself and your role at [company]. 2. Could you share more about [company]’s journey in Hong Kong? 3. What’s your favourite product/service/location of [company]? 4. What excites you most about being a member of GCC? 	<p>Customised interview with one or more Corporate Representatives <i>(topics/content chosen by member)</i></p> <p><u>Possible features may include:</u></p> <ul style="list-style-type: none"> • Site visit • Product placement • Promotional offers to other GCC members
Filming location	AHK Studio (Causeway Bay)	AHK Studio (Causeway Bay) or member location)
B-roll	Footage provided by member	Footage provided by member or filmed on location
Editing	Basic (sequence and subtitles)	Advanced (including effects, colour grading)
Cost	Complimentary for new members of GCC (one time only)	From HKD 8,000.00



PODCAST AD READS

Hongkong Hotpod

The only **German-language business podcast** from and about Hong Kong, presented by GIC. In-depth talks with experts from various fields about business, technology, sustainability, and work culture in Hong Kong.

Reach: 5,000 impressions per episode

Audience location: 50% Germany, 30% Hong Kong, 20% worldwide

Ad Read (60 secs)	1 Episode	3 Episodes	5 Episodes
HKD	3,000	8,000	13,000



HONGKONG HOTPOD



SOCIAL MEDIA

Engage With Our Growing Online Community

German Chamber of Commerce, Hong Kong (GCC) 7,714 followers

On the occasion of their concurrent anniversaries, the German Hong Kong, the Goethe-Institut Hong Kong, and #GCCHK have to honour the long-standing engagement of German institutions in Hong Kong. DEHK

Watch the clip below and stay tuned for more highlights from the Triple Anniversary Celebration coming very soon! 🎉

#GermanyinHK

German Industry and Commerce Ltd. Hong Kong 4,322 followers

Celebrating in style! Last Friday, around 200 students, representatives from training companies, partners and friends celebrated 40 years of **Dual System Professional Training** at the fan...

Heute nehmen **Hannes** und **Johannes** Euch mit an die Grenze von #Hongkong und #Shenzhen, wo in den kommenden Jahren ein Infrastrukturprojekt der Superlative realisiert werden soll: die Northern Metropolis. ...more

Show translation

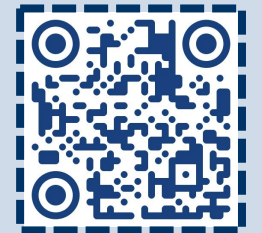
Hannes & Johannes
Northern Metropolis Edition (August 2024)

Hannes & Johannes besuchen die Northern Metropolis

12,000+
FOLLOWERS ON LINKEDIN,
INSTAGRAM, YOUTUBE

70,000+
MONTHLY IMPRESSIONS

BE SURE TO
FOLLOW US!



IN NUMBERS

The AHK Network

150

LOCATIONS IN

SINCE 1894

130 YEARS

OVER

48,000

MEMBERS

93

COUNTRIES

6,500+

EVENTS

€ **146** MILLION ANNUAL REVENUE

298,000

ENQUIRIES

2.300 EMPLOYEES WORLDWIDE



GET IN TOUCH

It's Time to Tell Your Story!



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Supported by:



on the basis of a decision
by the German Bundestag

