



Photo: Robert Bye (via Unsplash)

# GIC/GCC Media Kit 2025

#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

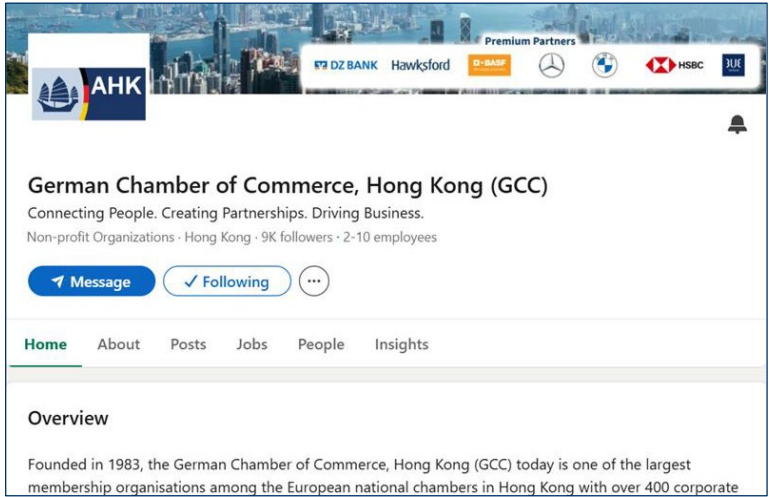
**HKD 55,000 p.a.**

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.



JOIN THE CLUB

# GCC Premium Partners 2025-2026



Hawksford



HSBC



Pergamon



## 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

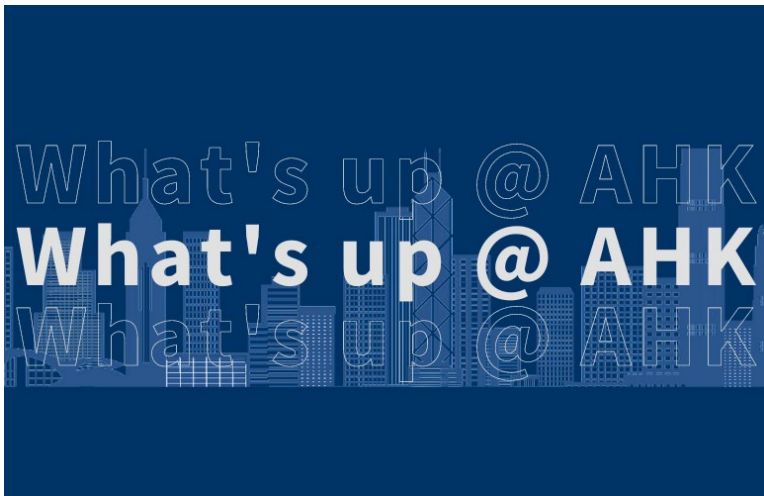


## GIC/GCC Annual Report

Year-round exposure to the German and international business community through our flagship digital brochure [\[View 2023-2024 edition here\]](#).\*

|                      |           |
|----------------------|-----------|
| Large banner:        | HKD 5,800 |
| Medium-sized banner: | HKD 4,400 |
| Small banner:        | HKD 3,000 |

*\* Banner placement subject to final content layout.*



## 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

*\* All corporate members are entitled to one free corporate promotion EDM voucher per membership year. Members in the “Large” category receive two vouchers per year.*

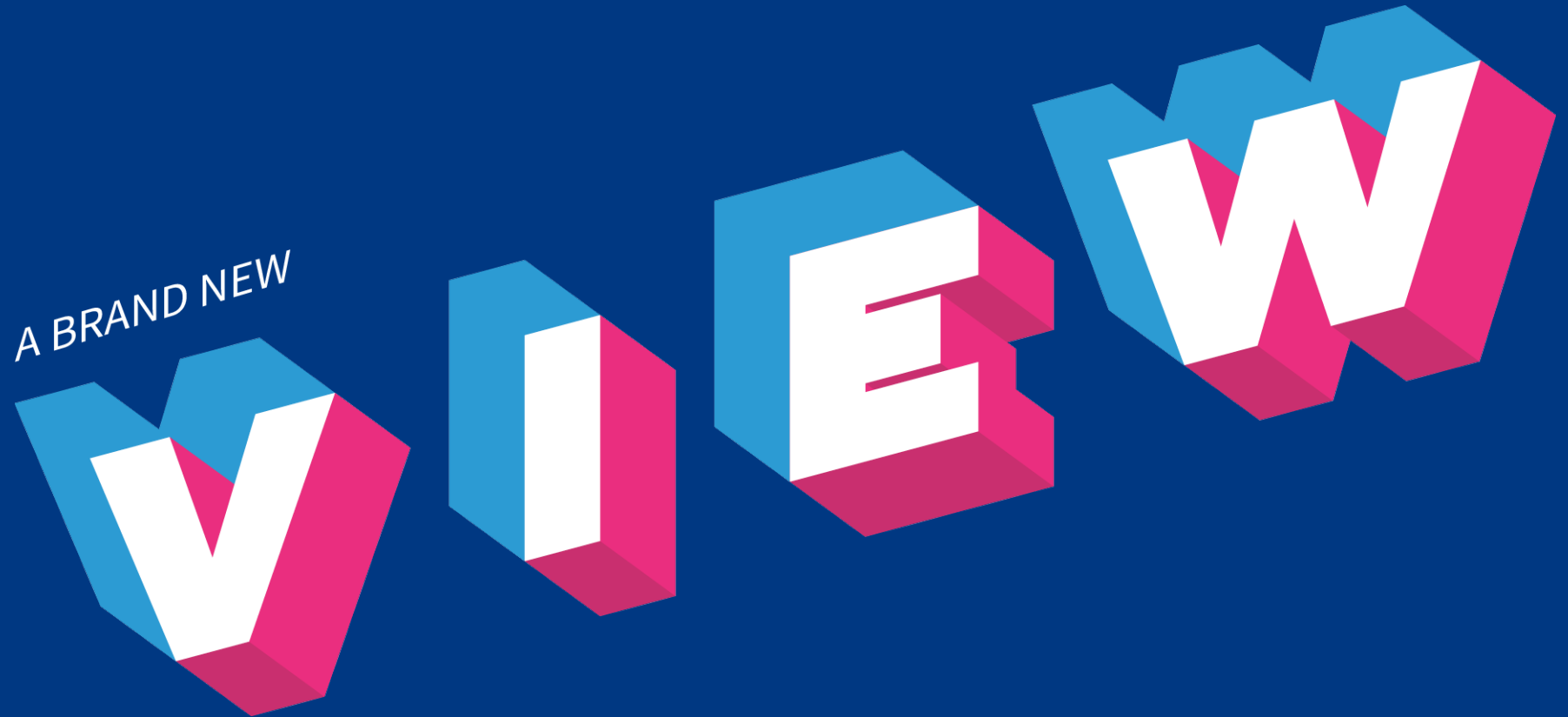
MAKE AN IMPRESSION

# 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!



# Lights, Camera, Action!

|                  | Meet Our Member                                                                                                                                                                                                                                                                                                                                                                                                          | Member Focus                                                                                                                                                                                                                                                                                               |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Format           | Member introduction                                                                                                                                                                                                                                                                                                                                                                                                      | Company profile                                                                                                                                                                                                                                                                                            |
| Length           | ≤ 90 seconds                                                                                                                                                                                                                                                                                                                                                                                                             | ≤ 3 minutes                                                                                                                                                                                                                                                                                                |
| Content          | <b>Standard questionnaire</b> to one Corporate Representative<br><i>(each answer 15-20 seconds)</i> <ol style="list-style-type: none"> <li>1. Introduce yourself and your role at [company].</li> <li>2. Could you share more about [company]'s journey in Hong Kong?</li> <li>3. What's your favourite product/service/location of [company]?</li> <li>4. What excites you most about being a member of GCC?</li> </ol> | <b>Customised interview</b> with one or more Corporate Representatives<br><i>(topics/content chosen by member)</i><br><u>Possible features may include:</u> <ul style="list-style-type: none"> <li>• Site visit</li> <li>• Product placement</li> <li>• Promotional offers to other GCC members</li> </ul> |
| Filming location | AHK Office (Causeway Bay)                                                                                                                                                                                                                                                                                                                                                                                                | AHK Office (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. In-depth talks with leading experts from various industries and sectors about business, technology, sustainability, and work culture in Hong Kong.

**Reach:** 5,000 impressions per episode

**Audience:** 50% Germany, 30% Hong Kong, 20% other

| No. of episodes | Price (per episode) | Price (total)   |
|-----------------|---------------------|-----------------|
| 1               | HKD 3,000           | HKD 3,000       |
| 2-4             | HKD 2,700           | From HKD 5,400  |
| 5-9             | HKD 2,400           | From HKD 12,000 |
| 10+             | HKD 2,100           | From HKD 21,000 |

*All packages include descriptions and links in the show notes and cross-promotion on our website and social media.*

| Optional add-on                       | Price           |
|---------------------------------------|-----------------|
| Exclusive episode (sponsored content) | From HKD 20,000 |



# HONGKONGHOTPOD



 Listen on  
**Spotify** Podcasts

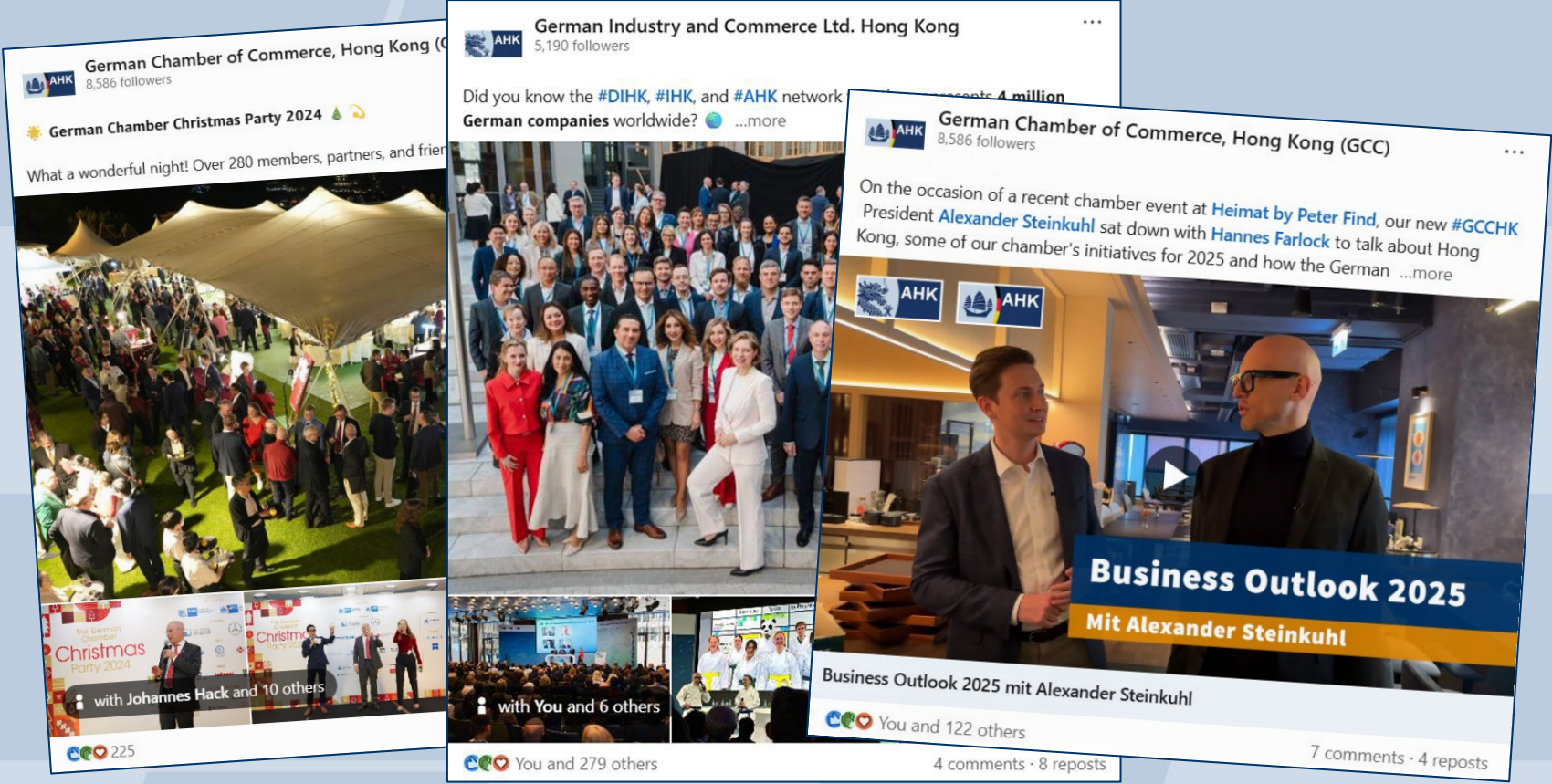
 Listen on  
**Apple** Podcasts

 Listen on  
**amazon** music



SOCIAL MEDIA

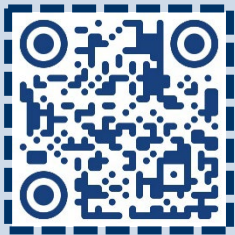
# Engage With Our Growing Online Community



13,000+  
FOLLOWERS ON LINKEDIN,  
INSTAGRAM, YOUTUBE

75,000+  
MONTHLY IMPRESSIONS

BE SURE TO  
FOLLOW US!



IN NUMBERS

# The AHK Network

**150**

LOCATIONS IN

SINCE 1894

**131** YEARS

OVER

**47,000**  
MEMBERS

**90+** COUNTRIES

€ **146M** ANNUAL  
REVENUE

**298,000**  
ENQUIRIES

**6,500+**  
EVENTS

**2.300** EMPLOYEES  
WORLDWIDE



GET IN TOUCH

# Time to Tell Your Story!



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on the basis of a decision  
by the German Bundestag

