

Benelux Gala Ball 2019

15 November 2019 | Beijing

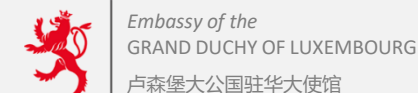
ORGANIZER



VENUE



The Benelux Chamber of Commerce in China (BenCham) is officially recognized by:



01 Event Theme





2019 has been a very important year for

Sino-Benelux Relations

The friendly relations between the Benelux countries and China have manifested themselves through a series of high-level events:

Luxembourg

Joined the Belt and Road by signing memorandums of understanding with China

March 2019

The signing of this accord is a new step in developing the Sino-Luxembourg relations and in our cooperation at the economic, commercial, academic and cultural level as that of research and development...

Xavier Bettel
Prime Minister of Luxembourg

A photograph of Mark Rutte and Li Keqiang standing at a podium during a press conference. Li Keqiang is on the left, wearing a dark suit and glasses, gesturing with his right hand. Mark Rutte is on the right, also in a dark suit and glasses, looking towards Li Keqiang. A large Chinese flag is visible on the left side of the frame. The background shows a modern building interior with a staircase.

Mark Rutte, Prime Minister of

The Netherlands

Visited China at the invitation of Chinese
Premier Li Keqiang

June 2019

China would like to work with the Netherlands to create a fair, transparent and nondiscriminatory environment for enterprises from both countries and promote the sustainable growth of the global economy.

Li Keqiang

Premier of the People's Republic of China

As the international economy and trade face downward pressure, the Netherlands will strengthen cooperation with China and jointly safeguard the international order.

Mark Rutte

Prime Minister of The Netherlands

HRH Princess Astrid of Belgium

Will visit Beijing and Shanghai during an
official Princely Mission

November 2019

The purpose of these economic missions – which see the Princess accompanying a large delegation of Belgian companies – is to foster the “development of economic and trade relations between Belgium and overseas partners”



In 2019 The Benelux Chamber has also worked hard to facilitate

Sino-Benelux Exchanges

Through our efforts, initiatives and events in Belgium,
The Netherlands, Luxembourg and China

Sino-Benelux Business Survey 2019

In cooperation with Moore Stephens

June 2019

150+ Companies

Provided Data for the Survey

Collecting Data

Through an online survey distributed to the majority of Belgian, Dutch and Luxembourgian enterprises active on the Chinese market.

Sharing Insights

The results of the 2019 survey were presented to our members and the diplomatic network at the Luxembourg embassy. As well presentations were organized in the Benelux.

Making Decisions

Based upon the feedback given by Benelux companies that attending the survey. Hereby the Benelux Chamber aims to even better support its members with their challenges in China.



BenCham / EUSME Benelux ROADSHOW 2019

The Benelux Roadshow 2019 has the goal to meet partner organizations, government agencies and private companies in the Benelux to brief them about the state of China's economy, the business climate, and performance of Benelux companies in China.

5 Event days in
the Benelux

8 Events /
Presentations

+100 Event
Participants

Organizers



Survey Partner

MOORE STEPHENS

Partners Belgium



Partners Netherlands



Handelsbanken

Partners Luxembourg



Delegation Visit to Hebei

In cooperation with the EUSME Centre and the Italian Chamber of Commerce in China

June 2019

50 Organizations

Joined the Delegation

*45 Companies / 5 Gov. Agencies

Visit to Xiong'an New Area

An introduction of Xiong'an Planning / visit Urban Planning Hall / Meeting with Vice Governor

Company & Hi-Tech Zone Visits

Including Shijiazhuang Hi-tech Industrial Parks, Shijiazhuang (Luancheng) Equipment Manufacturing Parks

Cooperation Seminar & B2B Matchmaking

Pharmaceutical Industry, Equipment Manufacturing, Environmental Technology, Energy and Aviation

Benelux Chamber / EUSME Seminar
Marketing Strategy in Outbound Tourism

Benelux Chamber / EUSME Seminar
2018-2019 Economic Outlook

Benelux Chamber
Chinese New Year's Reception

Lianghui and Foreign Investment Law
Outlook Breakfast

And much more initiatives...

Organized by the Benelux Chamber to promote Sino-Benelux Cooperation

Benelux Chamber Executive Breakfast
with the President of the European
Chamber of Commerce in China

Benelux Chamber / EUSME Seminar
Leveraging Opportunities created by the
Belt and Road Initiative

BRI Seminar: Financing for the belt and
road and the role of International Banks

Therefore the Benelux Chamber Proudly presents the:

Benelux Gala Ball 2019

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The official theme of the Benelux Gala Ball 2019 will be:

Benelux Gala Ball 2019

15 November 2019

A Trip to the Benelux

A theme with many dimensions:

Trade

Business

A Trip to the Benelux

Technology

Investment

Education

Belt and Road

02 Event Outline



The No.1 Benelux Business Event In the Greater China Area

Diverse audience predominantly from the Benelux, EU countries and China:

- **300 Attendees**
- **From SME to Multinational**

A successful event that is widely recognized within the community:

- **10 Years of History**
- **Loyal Guests & Sponsors**

The Benelux Gala Ball is usually attended by all 3 Benelux ambassadors.

Subject to availability.

ORGANIZER



BENCHAM

BENELUX CHAMBER OF
COMMERCE IN CHINA

荷比卢工商协会

DATE

Friday

15

NOVEMBER

VENUE



INTERCONTINENTAL.

BEIJING SANLITUN

北京三里屯通盈中心洲际®酒店

OFFICIAL THEME

Benelux Gala Ball 2019

9 November 2019 | Beijing

A Trip to the Benelux

Benelux Gala Ball 2019

An evening you don't want to miss



Premium Dining Experience



Three course diner prepared according 5-star standards.



Opportunity to book you own table and arrange seating of your guests.

Network & Mingle



Welcome cocktail reception giving room to network and socialize.



Matchmaking and member introduction provided upon request.

Top-Notch Entertainment



Live Music / On stage Entertainment and much more!



Win prizes by joining the auction and lucky draw.

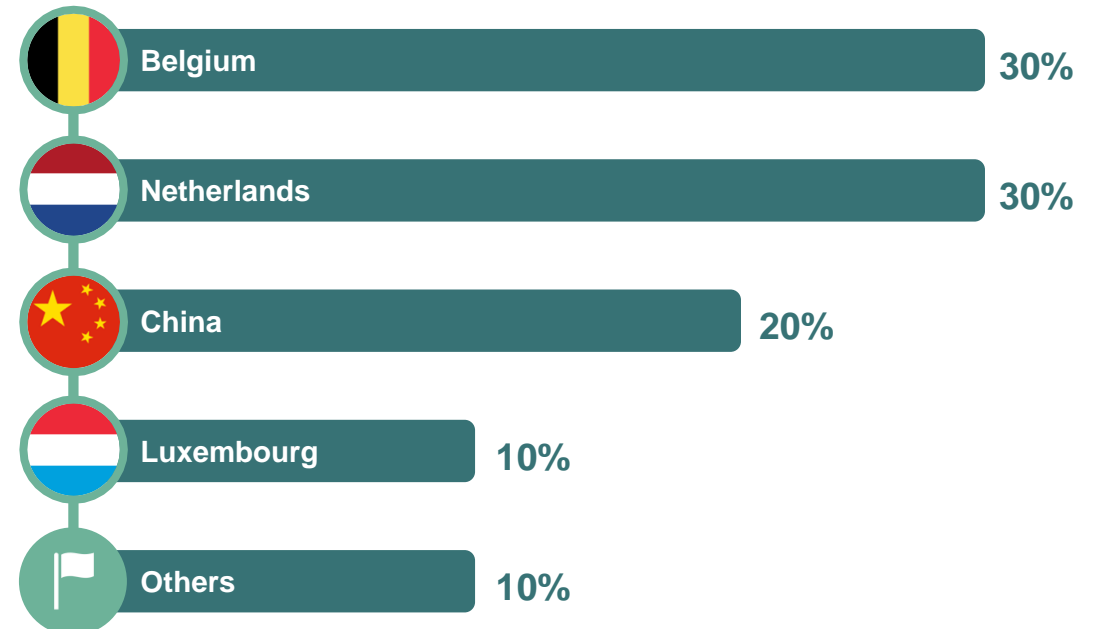
Audience Profile

Influential Professionals from the Sino-Benelux Business Community

Profession / Seniority Level *



Nationality Guests *



**Based on audience during previous editions of the Benelux Gala Ball.*



BENCHAM
BENELUX CHAMBER
OF COMMERCE
IN CHINA

Attendants working for
Leading Companies
From the Benelux, China & The World


































*Based on audience during previous editions of the Benelux Gala Ball.

The Benelux Gala Ball is highly attended by Beijing's Diplomatic Network



Embassy of the
KINGDOM OF BELGIUM
比利时王国驻华大使馆

- Ambassador
- Minister Counsellor Political Affairs



Embassy of the
KINGDOM OF THE NETHERLANDS
荷兰王国驻华大使馆

- Ambassador
- Deputy Head of Mission



Embassy of the
GRAND DUCHY OF LUXEMBOURG
卢森堡大公国驻华大使馆

- Ambassador
- Deputy Head of Mission

Diplomats & VIPs from other diplomatic entities:

- Ambassador of Argentina
- Ambassador of Guyana
- Diplomat, US Embassy
- Diplomat, Ireland Embassy
- Diplomat, Cameroon Embassy

**Based on audience during previous editions of the Benelux Gala Ball.*

Sponsorship Opportunities

Sponsors of the Benelux Gala Ball 2018

Diamond Sponsors



Gold Sponsors



Silver Sponsors



Lucky Draw & In-kind sponsors

- ✓ Company advertisement display on program booklet
- ✓ Promotional posts on BenCham Social Media before & after event
- ✓ Display of products in foyer area
- ✓ Company logo on promotional materials during event (e.g. photo backdrop)
- ✓ Goodie Bag insert
- ✓ Promotional video on demand
- ✓ Logo and mention on "Thank You Letter"
- ✓ And more

Sponsorship Benefits & Rates / 2019

Sponsorship Item	Strategic Partner ★★★★★★	Diamond Sponsor ★★★★★	Gold Sponsor ★★★★	Silver Sponsor ★★★
VIP Tickets (Access Welcome Reception + Gala Ball Dinner)	40 Tickets (4 Tables)	20 Tickets (2 Tables)	10 Tickets (1 Table)	10 Tickets (1 Table)
Welcome Reception Tickets (Access to welcome reception only, NOT Gala Ball Dinner)	20 Tickets	10 Tickets	5 Tickets	-
Logo Exposure During Event Podium Backdrop / Lobby Backdrop / Banners / Etc.	✓	✓	✓	✓
Logo on Event Program Booklet	✓	✓	✓	✓
Logo on Benelux Gala Ball Webpage	✓	✓	✓	✓
Logo on Official Invitation	✓	✓	✓	✓
Advertisement in Event Program Booklet	Double Page Spread	1 Page	Half Page	-
Exhibition Area in Lobby	✓	✓	-	-
Exhibition Area in Ballroom	✓	-	-	-
Event Naming Right / Accreditation e.g. "Benelux Gala Ball 2019 PRESENTED BY Sponsor Name"	✓	-	-	-
Business Award Naming Right e.g. "The Benelux Innovation Award PRESENTED BY Sponsor Name"	✓	-	-	-
Speech Time During Event Max. 5 Minutes	✓	-	-	-
Partnership Announcement / MoU	✓	-	-	-
Sponsorship Rate: (Excluding VAT)	On Request	¥ 50,000 RMB	¥ 30,000 RMB	¥ 17,500 RMB

*Rates are subject to change without prior notice. Sponsorship packages are subject to availability on a first-come first-serve basis.

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Thank you for your Attention!

gala@bencham.org

ORGANIZER



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