



Co-create Opportunities

BritCham South China 30th Anniversary Gala 中国华南英国商会30周年晚宴

Mind the Gap – A Journey of Roots, Resilience, and Renewal
留心间隙：一场关于根基、韧性与新生的植物之旅

5 Sept 2026

**We're inviting you to be part of the 30-year story of British
business in South China...**

**我们诚邀您共同书写
英国企业在华南地区30年的辉煌篇章...**

Chair's Address 主席寄语



Mark Clayton 马克·柯雷顿

Chairman, British Chamber of Commerce South
China

中国华南英国商会, 主席

Thirty years ago, BritCham South China was founded with a simple yet bold ambition: to build bridges, enable trade, and support the British business community in one of the most dynamic regions of the world. Three decades on, that vision has grown into a Chamber defined by resilience, relevance, and lasting impact.

On 5 September 2026, we will come together to celebrate this remarkable journey; honouring the people, partnerships, and shared achievements that have shaped BritCham South China over the past 30 years, while looking ahead to the opportunities of the next chapter. This will be more than a gala dinner; it will be a landmark moment in our history.

Save the date and join us for an evening of reflection, recognition, and celebration, with black ties, ballroom dresses, and a few memorable surprises, as we mark 30 years of connection, collaboration, and community.

Sponsorship opportunities are now open for this flagship event in the South China business calendar. Please do get in touch to explore how you can collaborate with us on this once-in-a-generation celebration.

We very much look forward to celebrating together.

With warm regards and excitement,

Mark Clayton

Chair, The British Chamber of Commerce South China

Event Summary

活动概括



18:00-23:00, Sat, 5 September, 2026
2026年9月5日(周六) 18:00-23:00



LN Garden Hotel, Guangzhou
广州花园酒店



Cocktail Reception + Immersive Interactive Experience + Stage Performances + Live Band
+ Fine Dining Sit-down Dinner
鸡尾酒会+沉浸式互动体验+舞台表演+现场乐队表演+精致位餐晚宴



Expected participation from senior representatives of the UK Government, the British Embassy/Consulate network, and key Chinese government partners
与会嘉宾包括英国政府、英国使领馆网络的高级代表，以及中国政府的核心理合作伙伴。



All-round Online & Offline Marketing Campaign (Together with All Co-Creators)
线上线下全方位宣传 (联动所有共创伙伴共同宣传)



Bilingual
双语



Mind the Gap: A Botanical Journey of Roots, Resilience, and Renewal

留心间隙：一场关于根基、韧性与新生的植物之旅

The 30th Anniversary of the British Chamber of Commerce South China is more than a gala dinner—it is a once-in-a-generation milestone. A moment to pause, reflect, honour, and plant the future.

This evening is designed to appreciate the past, celebrate the present, and look boldly toward the future. It will be historic, immersive, and deeply symbolic—an experience that reflects the depth and endurance of the British business presence in South China.

中国英国商会华南分会30周年庆典，远不止是一场晚宴——这是一代人仅有一次的里程碑。一个驻足回望、感恩致敬、并共同播撒未来的时刻。

这一夜，旨在感怀过去，礼赞当下，并勇敢地展望未来。它将是历史的、沉浸的、且富有深意的——一场映照英国企业在华南深耕不辍的厚度与韧性的非凡体验。



A Historic Milestone Gathering

400+ distinguished guests from government, Fortune 500 companies, UK & local SMEs, and startups—an unprecedented evening celebrating 30 years of BritCham South China. 逾400位政府代表、世界500强企业、中英中小型及初创企业嘉宾齐聚，共庆中国英国商会华南三十载荣光。



A Multi-Sensory Journey

London – South China – Future
Cocktail Reception + Immersive
Interactive Experience + Stage
Performances + Live Band +
Exquisite Plated Fine Dining—an
immersive story of roots, resilience,
and renewal.
伦敦-华南-未来
鸡尾酒会·沉浸式互动·舞台表演·现场
乐队·精致位餐晚宴——一场关于根基、
韧性与新生的叙事之旅。



Unmatched
Visibility

All-round online and offline
marketing campaign, amplified
together with all co-creators and
partners for this landmark occasion.
联动所有共创伙伴，线上线下全方位传
播，打造30周年最强声量。



A Night of Connection

Bringing together longstanding
members, new partners, and VIPs
from both sides of the Sino-British
community—honouring the past and
planting the future.
汇聚中英商界领袖、资深会员与新兴力
量——回望来路，共植下一个三十年。

MARKETING CAMPAIGN
市场推广计划

Online Marketing Campaign 线上推广计划

Kick Off Promotion
英商会渠道开始宣传

March 三月

Ongoing Interactive
Campaign持续线上互动营销

April - July 四月至七月

Press Release
全渠道媒体通稿

Aug 八月

Event Day
活动当天

Sept 九月

30th Anniversary Online Campaign
30周年线上话题

Till Year End 至年底



- BritCham South China's Marketing Campaign 中国华南英国商会公众号活动推文、媒体报道和视频

- | Plan to release 10+ articles with co-creators' logo 本次活动预计发布含赞助商推文 10+ 篇

- | Leading & Diamond sponsor can get one separate WeChat promotion post
顶级&钻石赞助可获得单独推文宣传

- | Promotion is expected to be jointly released by 30+ media partners
本次活动预计联动 30+个媒体平台共同发布

- Display Form 展示形式

- | Display logo at the bottom of the WeChat articles 以 logo 露出的形式出现在推文的最下方

- | Cash sponsor's logo can be displayed on photo live streaming platform
现金赞助商可在照片直播平台展示企业 logo

- | Cash sponsors will be featured and acknowledged at the end of the event promotional video
现金赞助商将在活动宣传视频结尾展示&鸣谢

* The schedule may be subject to change 推广计划以实际为准

Online Marketing Campaign 线上推广计划

BritCham South China's Marketing Channels 中国华南英国商会

BritCham South China's Marketing Channels
(WeChat, Website, Weibo, Weekly Newsletter,
etc.)

中国华南英国商会推广渠道 (微信公众号、
网站、领英、微博、电子邮件简讯等)



BritCham China's Marketing Community 全国英商会社区

Promotion across 5+ BritCham
communities nationwide
遍布全国的 5+ 英商会社区宣传资源



Social Network 社交网络

BritCham South China Members' WeChat
group communities, WeChat moments and
WeChat official account
中国华南英国商会会员社群、朋友圈、公
众号互动宣传



Media Partners 媒体合作伙伴

Plan to partner with 30+ media with all-around
channels including WeChat, LinkedIn and
Weibo, with an estimated 10,000,000+
exposure
计划与 30+ 个媒体合作, 在微信、领英、
微博上做全渠道的传播, 预计曝光 1000 万
+

Media Partners 媒体合作伙伴

All co-creators' logos will appear in promotion articles

本次活动的共创伙伴的 logo 将会出现在活动通稿中

Plan to partner with **30+ media** with all-around channels including WeChat, LinkedIn and Weibo, with an estimated **10,000,000+ exposure**.

计划与 **30+ 个媒体**合作，在微信、领英、微博上做全渠道的传播，预计曝光 **1000 万+**。



* More partners are being planned 持续更新中.....

Media Coverage Highlights 媒体报道精选

助力中企出海 英国商会年度旗舰论坛在深圳举办

中国新闻网 2026-01-29 14:54:00 41.4万

中新网深圳1月29日电 (索有为 张炜童 黄锐宇) 由中国华南英国商会主办、英国商业贸易部、英国驻广州总领事馆支持的年度旗舰论坛“走出去时代：立足英国，全球致远”，28日在深圳举办，论坛聚焦全球经济格局深度重塑背景下中国企业国际化发展的战略路径，吸引了来自粤港澳大湾区的众多企业高管、专业服务机构代表，以及中英两国商界精英齐聚一堂。

与会人士围绕助力中企出海的整体倡议、务实支持举措，以及构建可靠的英国合作伙伴生态等核心议题展开深入交流与探讨。



论坛现场。彭程 摄

中国华南英国商会主席马克·柯雷顿、广东省商务厅投资促进局局长谢臻及英国驻广州总领事馆首席商务领事陆岩在论坛上致辞。他们一致强调，在新时代背景下深化中英经贸合作，尤其应加强专业服务与能力建设领域的对接。

华南英国商会主席谈英首相“隔8年”访华：将极大提升市场信心

蔡敏玲 01-28 19:57



1月27日，中国外交部发言人宣布，应中方邀请，英国首相基尔·斯塔默（Keir Starmer）将于1月28日至31日对中国进行正式访问。这将是自2018年2月以来英国首相的首次访华，备受外界关注。

1月28日下午，斯塔默飞抵北京，除了在京行程外，他还将在上海参加系列活动。与英国首相随行的，还有50余家英国大企业高官和机构代表，涵盖金融、医药、制造业、文化等领域。

同一天，中英经贸交流活动在深圳活跃进行。由中国华南英国商会主办、英国商业贸易部、英国驻广州总领事馆支持的年度旗舰论坛“走出去时代：立足英国，全球致远”在深圳举行，粤港澳大湾区众多企业高管、专业服务机构代表和商界精英出席，共同探

中国华南英国商会主席：英企看好广东，加码AI | 全球财经连线

全球财经连线 南财号
杨雨莱 2026-02-12 17:53



南方财经21世纪经济报道记者 杨雨莱 深圳报道

据央视新闻报道，1月28日至31日，英国首相斯塔默对中国进行正式访问。这是英国首相时隔8年再次到访中国。在全球不确定性不断增加的背景下，中英经贸关系备受关注。

中国华南英国商会主席马克·柯雷顿（Mark Clayton）在接受南方财经记者专访时表示，此次访问恰逢其时，因为“沟通和交流比以往任何时候都更加重要”。

深耕广东市场20余年，柯雷顿是中英经贸交流的重要参与者。柯雷顿称，中英企业之间的合作正在回暖，而广东凭借高科技与先进制造业的完整生态，正成为英国企业布局中国内地的“首选落脚点”。

更值得关注的是，人工智能正成为中英合作的新增长极。他透露，已有英国人工智能企业对深圳前海展现浓厚兴趣，投资规模甚至以“十亿英镑”为单位。

中英经贸合作焕发新活力

南方财经：英国首相斯塔默于1月28日至31日对中国进行了正式访问。你对中英经贸关系有何期待？

柯雷顿：英国首相的这次访问非常及时。最近，全球出现了各种各样的地缘政治问题。在这种情况下，我认为沟通和交流比以往任何时候都更加重要。与此同时，中国英国华南商会在广东举办了一场“走出去”的活动，面向希望进入英国市场的中国企业。综合来看，这些都释放出一个信号：中英之间的协同与合作正在重新焕发活力。

南方财经：你认为广东在中英经贸关系中可以发挥哪些作用？未来在哪些领域可以加深合作？

柯雷顿：广东毫无疑问是中国的制造业中心。其优势不仅体现在塑料、金属等传统制造领域，也延伸至高科技产业。新质生产力这一概念近年来被频繁提及。广东拥有一批本土成长起来的行业领军企业，例如华为、腾讯、比亚迪等，当然还有更多具备竞争力的企业集群。我认为，广东最大的优势在于其所提供的，是一个覆盖高科技与先进制造业的完整产业生态，同时还延伸至文化产业、人工智能、游戏等多个新兴领域。整体来看，这里是一个商业活跃、合作意愿强、国际经贸往来十分密集的地区。

南方财经：双方已在哪些领域开展合作？

柯雷顿：英国近年来持续推进绿色能源发展和“净零”转型，其中一个重要方向就是“碳捕集”。在广东，中英双方已在碳捕集领域开展合作与伙伴关系建设，这也是一个具有重要意义的技术突破方向和科研合作领域。这只是一个例子，类似的合作其实还有很多。以我自己的公司为例，我创办了一家英国企业，属于中小企业，同时也是制造商。我们的工厂设在广东，并且是一家百分之百英国背景的工厂。大量案例表明，英国企业与广东企业完全可以实现互利共赢。

搜索

英国日狂欢开启，海上世界国际周热力持续

2025-11-15 21:31 海上世界

11月15日，海风轻拂，招商蛇口深圳海上世界中心广场化身英伦风情岛。作为“2025海上世界国际周”的重磅内容，由中国华南英国商会主办的“英国日（British Day）”正式拉开帷幕。



这是“英国日”活动第九年在深圳落地，也是首次免费向公众开放，齐聚包括英国驻广州领事馆在内的30多家英国企业机构代表，向粤港澳大湾区展示纯正的英伦美食和文化魅力。



Live Streaming 全网直播

We will set up **photo live** at the event

本次活动我们将设置 **照片直播**

All photos taken by photographers will be displayed in **all our social networks**

摄影师拍摄的品牌图片将会在全网展示

The link for photo and video live streaming will be announced on all BritCham South China's platforms

直播链接将于中国华南英国商会的全平台公布

All guests and participants will get photos through photo live streaming platform

所有的嘉宾、参与者都将通过平台获取图片

Brand / product images will appear in the public several times

品牌/产品图片将会多次出现在大家的视线中

Help to memories co-creators' brand among all participants

有助于加深大家所有浏览者的品牌记忆



Offline Marketing Campaign – Pre-event

线下推广 – 活动前



Extensive offline promotion across South China — deeper and broader brand exposure

华南大范围网点线下宣传，品牌曝光更深入，更全面

City Treasure Hunt — 30th Anniversary Countdown Campaign

30周年城市寻宝打卡——华南联动，提前预热

A month-long citywide campaign leading up to the 30th Anniversary Gala.

Visit BritCham member venues across South China, take photos with the exclusive 30th Anniversary signage, and win exclusive prizes.

30周年庆典前一个月启动，全民参与。

前往多家华南英商会会员实体店，与30周年限定标识拍照打卡，赢取好礼。

Offline Marketing Campaign – Event Day

线下推广 – 活动日

Contact brand and product with full sense, connect target audience directly and quickly
全感官接触品牌与产品，直接、迅速俘虏目标受众

Showcase Product 产品摆放展示

To reach participants directly
让参与者直达产品本身



Large Screen Display 视频大屏播放

Let participant know your brand directly
让参与者直观感受品牌形象



Souvenir 伴手礼留存

Participants are both users and promoters
参与者是产品的使用者，也是推广者



Offline Marketing Campaign – Event Day 线下推广 – 活动日

Offline Deep Interaction 线下深度互动

- **Offline Exposure Opportunity 线下展示机会**
 - | Logos on offline materials like screen
现场物料如屏幕等的 logo 露出
 - | Verbal Recognition by MC
主持人现场口播鸣谢
 - | Diamond sponsor can display 1-minute video once
钻石赞助可在现场播放 1 分钟内的品牌视频 1 次
 - | Booth to showcase product or services and interact with participants
摊位定制产品展示、互动区域
 - | Sponsor Marketing Materials in Gift Bags (Gift, leaflet, etc)
伴手礼 (产品、单张等)



CO-CREATE PACKAGE
共创计划

Founding Partner – 30th Anniversary

30周年·创始合伙人

RMB 180,000 (Member 会员)
RMB 200,000+ (Non-Member 非会员)

Sponsorship Benefits 赞助商权益

Founding Partner – 30th Anniversary 30周年·创始合伙人

30th Anniversary Celebration Core Rights 30周年专属 核心权益

Exclusive Seats at Pre-Dinner Reception Cocktail(with UK officials, Chamber Chair, Government, industry leaders, and international enterprises) 尊享贵宾室酒会席位 (与英国官员、商会主席、政府代表、行业领袖及国际企业高管共聚交流)
Company Video Display 企业视频展示
Dinner Seats 晚宴席位
Dinner Speech 晚宴演讲
Company Brochure Display 企业宣传册
Logo Exposure on Side Screens Inside Ballroom (rotating slides) 宴会厅两侧屏展示企业logo (循环播放)
30th Anniversary Commemorative Book AD 30周年纪念册广告展示
On-site Exclusive Exhibition Area 活动现场专属展示区
Exclusive Photographer Service 独家专业摄影师跟拍
MC Significant Verbal Acknowledgement 主持人口头致谢
Post-Event Brand In-depth Implantation 活动回顾品牌深度植入

2 Seats 位
During pre-Dinner Reception 晚宴餐前闭门酒会
2 Seats (Headtable) 1 VIP Table (10 Seats) 2位 (主桌) 1桌 (10位, VIP区)
5 mins 5分钟
All Guest Seats 于所有来宾座位上摆放
Stand-alone 独立展示
2 Full Pages 全版X2
Large 特大
Photos & Videos 照片及视频
2 times 2次
10s opening title credit +full-process logo corner mark +rolling AD in intermission 片头10秒冠名鸣谢+全场Logo角标+中场休息滚动广告

Year-round Brand Exposure Rights 全年品牌曝光

Media Press Release 媒体通稿 (基于现场活动主题切入)
BCCSC WeChat Official Account Tweets (Second Article) 商会微信公众号次条推文
BCCSC Official Website Homepage Banner AD 商会官网首页横幅广告
EDM Top Banner AD EDM顶部横幅广告
Logo Exposure 活动注册页Logo露出

At least 1 set (1 video interview + 1 media release) 至少1套 (含1次视频采访+1家媒体发布)
3 times (Member value: RMB 8,250; Non-member value: RMB 11,000) 3次 (会员价价值8,250元, 非会员价11,000元)
3 months (Member value: RMB 18,000; Non-member value: RMB 24,000) 3个月 (会员价价值18,000元, 非会员价RMB 24,000元)
8 times (Member value: RMB 24,000; Non-member value: RMB 32,000) 8次 (会员价价值24,000元, 非会员价32,000元)
On all 2026 Chamber event registration page 全年商会活动

Sponsorship Benefits
赞助商权益

Banyan Partner
榕树伙伴

	Sponsorship Benefits 赞助商权益	Banyan Partner 榕树伙伴
<p>30th Anniversary Celebration Core Rights 30周年专属核心权益</p>	<p>Exclusive Seats at Pre-Dinner Reception Cocktail(with UK officials, Chamber Chair, Government, industry leaders, and international enterprises) 尊享贵宾室酒会席位 (与英国官员、商会主席、政府代表、行业领袖及国际企业高管共聚交流)</p>	<p>1 Seats 位</p>
	<p>Dinner Seats 晚宴席位</p>	<p>1 Table (10 Seats) 1桌 (10位)</p>
	<p>Dinner Speech 晚宴演讲</p>	<p>3 mins 3分钟</p>
	<p>Logo Exposure on Side Screens Inside Ballroom (rotating slides) 宴会厅两侧屏展示企业logo (循环播放)</p>	<p>Logo Collection 合集</p>
	<p>30th Anniversary Commemorative Book AD 30周年纪念册广告展示</p>	<p>1 Full Page 全版X1</p>
	<p>On-site Exclusive Exhibition Area 活动现场专属展示区</p>	<p>Standard 标准</p>
	<p>MC Significant Verbal Acknowledgement 主持人口头致谢</p>	<p>1 time 1次</p>
	<p>Post-Event Brand In-depth Implantation 活动回顾品牌深度植入</p>	<p>Large Logo Collection in Ending Credits 片尾赞助商Logo合集 (大)</p>
<p>Year-round Brand Exposure Rights 全年品牌曝光</p>	<p>Media Press Release 媒体通稿 (基于现场活动主题切入)</p>	<p>At least 1 set (1 video interview + 1 media release) 至少1套 (含1次视频采访+1家媒体发布)</p>
	<p>BCCSC WeChat Official Account Tweets (Second Article) 商会微信公众号次条推文</p>	<p>1 time (Member value: RMB 2,750; Non-member value: RMB 5,500) 3次 (会员价价值2,750元, 非会员价5,500元)</p>
	<p>BCCSC Official Website Homepage Banner AD 商会官网首页横幅广告</p>	<p>1 month (Member value: RMB 6,000; Non-member value: RMB 8,000) 1个月 (会员价价值6,000元, 非会员价RMB 8,000元)</p>
	<p>EDM Top Banner AD EDM顶部横幅广告</p>	<p>4 time (Member value: RMB 12,000; Non-member value: RMB 16,000) 4次 (会员价价值12,000元, 非会员价16,000元)</p>

Sponsorship Benefits
赞助商权益

Roots Partner
根基伙伴

30th Anniversary Celebration Core Rights 30周年专属 核心权益	Dinner Seats 晚宴席位	1 Table (10 Seats) 1桌 (10位)
	Logo Exposure on Side Screens Inside Ballroom (rotating slides) 宴会厅两侧屏展示企业logo (循环播放)	Logo Collection 合集
	30th Anniversary Commemorative Book AD 30周年纪念册广告展示	1 Full Page 全版X1
	On-site Exclusive Exhibition Area 活动现场专属展示区	Standard 标准
	Post-Event Brand In-depth Implantation 活动回顾品牌深度植入	Medium Logo Collection in Ending Credits 片尾赞助商Logo合集 (中)

Sponsorship Benefits
赞助商权益

Seeds Partner
种子伙伴

30th Anniversary Celebration
Core Rights
30周年专属
核心权益

Dinner Seats 晚宴席位	1 Table (10 Seats) 1桌 (10位)
Logo Exposure on Side Screens Inside Ballroom (rotating slides) 宴会厅两侧屏展示企业logo (循环播放)	Logo Collection 合集
30th Anniversary Commemorative Book AD 30周年纪念册广告展示	Logo Collection 合集
On-site Exclusive Exhibition Area 活动现场专属展示区	Standard 标准
Post-Event Brand In-depth Implantation 活动回顾品牌深度植入	Small Logo Collection in Ending Credits 片尾赞助商Logo合集 (小)

Sponsor Package Overview - 30th Anniversary Celebration Core Rights

赞助计划一览 - 30周年专属核心权益



Sponsorship Benefits 赞助商权益	Founding Partner – 30th Anniversary 30周年·创始合伙人 Member: ¥ 180,000 Non-Member: ¥ 200,000	Banyan Partner 榕树伙伴 Member: ¥ 80,000 Non-Member: ¥ 100,000	Roots Partner 根基伙伴 Member: ¥ 30,000 Non-Member: ¥ 60,000	Seeds Partner 种子伙伴 Member: ¥ 20,000 Non-Member: ¥ 50,000
Exclusive Seats at Pre-Dinner Reception Cocktail(with UK officials, Chamber Chair, Government, industry leaders, and international enterprises) 尊享贵宾室酒会席位 (与英国官员、商会主席、政府代表、行业领袖及国际企业高管共聚交流)	2 Seats 位	1 Seats 位	X	X
Company Video Display 企业视频展示	During pre-Dinner Reception 晚宴餐前闭门酒会	X	X	X
Dinner Seats 晚宴席位	2 Seats (Headtable) 1 VIP Table (10 Seats) 2位 (主桌) 1桌 (10位, VIP区)	1 Table (10 Seats) 1桌 (10位)	1 Table (10 Seats) 1桌 (10位)	1 Table (10 Seats) 1桌 (10位)
Dinner Speech 晚宴演讲	5 mins 5分钟	3 mins 3分钟	X	X
Company Brochure Display 企业宣传册	All Guest Seats 于所有来宾座位上摆放	X	X	X
Logo Exposure on Side Screens Inside Ballroom (rotating slides) 宴会厅两侧屏展示企业logo (循环播放)	Stand-alone 独立展示	Logo Collection 合集	Logo Collection 合集	Logo Collection 合集

Sponsor Package Overview - 30th Anniversary Celebration Core Rights

赞助计划一览 - 30周年专属核心权益



Sponsorship Benefits 赞助商权益	Founding Partner – 30th Anniversary 30周年·创始合伙人 Member: ¥ 180,000 Non-Member: ¥ 200,000	Banyan Partner 榕树伙伴 Member: ¥ 80,000 Non-Member: ¥ 100,000	Roots Partner 根基伙伴 Member: ¥ 30,000 Non-Member: ¥ 60,000	Seeds Partner 种子伙伴 Member: ¥ 20,000 Non-Member: ¥ 50,000
30th Anniversary Commemorative Book AD 30周年纪念册广告展示	2 Full Pages 全版X2	1 Full Page 全版X1	1 Full Page 全版X1	Logo Collection 合集
On-site Exclusive Exhibition Area 活动现场专属展示区	Large 特大	Standard 标准	Standard 标准	Standard 标准
Exclusive Photographer Service 独家专业摄影师跟拍	Photos & Videos 照片及视频	X	X	X
MC Significant Verbal Acknowledgement 主持人口头致谢	2 times 2次	1 time 1次	X	X
Post-Event Brand In-depth Implantation 活动回顾品牌深度植入	10s opening title credit +full-process logo corner mark +rolling AD in intermission 片头10秒冠名鸣谢+全场Logo角标+中场休息滚动广告	Large Logo Collection in Ending Credits 片尾赞助商Logo合集 (大)	Medium Logo Collection in Ending Credits 片尾赞助商Logo合集 (中)	Small Logo Collection in Ending Credits 片尾赞助商Logo合集 (小)

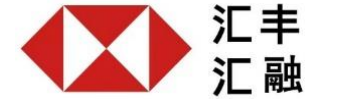
Sponsor Package Overview – Year-round Brand Exposure Rights

赞助计划一览 – 全年品牌曝光



Sponsorship Benefits 赞助商权益	Founding Partner – 30th Anniversary 30周年·创始合伙人 Member: ¥ 180,000 Non-Member: ¥ 200,000	Banyan Partner 榕树伙伴 Member: ¥ 80,000 Non-Member: ¥ 100,000	Roots Partner 根基伙伴 Member: ¥ 30,000 Non-Member: ¥ 60,000	Seeds Partner 种子伙伴 Member: ¥ 20,000 Non-Member: ¥ 50,000
Media Press Release 媒体通稿 (基于现场活动主题切入)	At least 1 set (1 video interview + 1 media release) 至少1套 (含1次视频采访+1家媒体发布)	At least 1 set (1 video interview + 1 media release) 至少1套 (含1次视频采访+1家媒体发布)	X	X
BCCSC WeChat Official Account Tweets (Second Article) 商会微信公众号次条推文	3 times (Member value: RMB 8,250; Non-member value: RMB 11,000) 3次 (会员价价值8,250元, 非会员价11,000元)	1 time (Member value: RMB 2,750; Non-member value: RMB 5,500) 3次 (会员价价值2,750元, 非会员价5,500元)	X	X
BCCSC Official Website Homepage Banner AD 商会官网首页横幅广告	3 months (Member value: RMB 18,000; Non-member value: RMB 24,000) 3个月 (会员价价值18,000元, 非会员价RMB 24,000元)	1 month (Member value: RMB 6,000; Non-member value: RMB 8,000) 1个月 (会员价价值6,000元, 非会员价RMB 8,000元)	X	X
EDM Top Banner AD EDM顶部横幅广告	8 times (Member value: RMB 24,000; Non-member value: RMB 32,000) 8次 (会员价价值24,000元, 非会员价32,000元)	4 time (Member value: RMB 12,000; Non-member value: RMB 16,000) 4次 (会员价价值12,000元, 非会员价16,000元)	X	X
Logo Exposure 活动注册页Logo露出	On all 2026 Chamber event registration page 全年商会活动	X	X	X

Co-Creators from Previous Events 过往活动的共创伙伴



* Partial co-creators 部分共创伙伴

Why Sponsor the BritCham South China 30th Anniversary Gala? 为何赞助中国英国商会华南30周年庆典?



1 Position your brand at the centre of UK–South China business relations 将您的品牌置于英中（华南）商业关系的核心

Join senior leaders from the British and Chinese business communities, government representatives, and key stakeholders in a landmark event celebrating three decades of partnership and trade.

与英国及中国商界领袖、政府代表及关键高层共同参与这一庆祝三十载伙伴关系与贸易合作的里程碑盛会。



2 Align your brand with a powerful international narrative 让您的品牌与一个宏大的国际叙事同频共振

The 30th Anniversary Gala tells the story of resilience, partnership, and long-term growth between the UK and South China. Sponsors become part of that story — reinforcing their commitment to global collaboration and innovation.

30周年庆典讲述的是英国与华南之间关于韧性、伙伴关系与长远发展的故事。赞助商将成为这个故事的一部分——彰显您对全球合作与创新的坚定承诺。

Why Sponsor the BritCham South China 30th Anniversary Gala? 为何赞助中国英国商会华南30周年庆典?



3 Gain high-level visibility and prestige 获得高规格的声望与瞩目

Sponsors benefit from prominent brand presence across the event experience, including the gala evening itself, pre-and post-event campaigns, media coverage, and BritCham's business network across the region.

赞助商将在整个活动体验中获得突出的品牌展示，包括庆典晚宴本身、前后的宣传活动、媒体报道以及英商会在本区域的商业网络。



4 Build meaningful connections with influential decision makers 与有影响力的决策者建立有意义的连接

The gala brings together senior executives, entrepreneurs, investors, and government representatives. Sponsorship provides a platform for relationship-building with the people shaping the next chapter of UK-China business engagement.

本次晚宴汇聚了高级管理人员、企业家、投资者及政府代表。赞助为您提供了一个与塑造英中商业下一篇章的关键人物建立关系的平台。



**Together, we celebrate the past, recognise the present,
and plant the seeds for the future of international business between the United Kingdom and South China!**
**让我们一同致敬过往，致谢当下，
并为英国与华南地区未来国际商业合作的新篇章播下种子！**

ABOUT US
关于我们

About The British Chamber of Commerce South China 关于中国华南英国商会

The British Chamber of Commerce South China is an independent, non-profit organisation formed to facilitate and support Chinese and British companies operating in the South of China. Our mission is to become the most business-savvy chamber in China by providing a platform that supports our members to connect via events, promote through our marketing channels and share insights through industry focus groups.

中国华南英国商会是一个会员制的独立的非盈利组织，旨在促进和支持在中国华南运营的中国及英国的企业。我们的使命是通过提供一个平台，通过活动连接并为我们的会员提供支持，通过我们的营销渠道帮助会员进行推广，并通过行业工作小组让会员可以分享各自的见解。



Promote
GBA Symposium



Connect
BritCham in Your Neighborhood



Share
Education Working Group



Access
UK Door-Knock

Branding, Marketing,
Promotion Support
品牌宣传、市场营销、推广支持

Connectivity, Networking
链接、社交

Business Matching
Opportunities
商业配对机会



Joining the Dots 链接你我·共创商机



30,000+

BritCham South China has accumulated **30,000+** loyal fans whom enthusiastically participated in various online and offline events.

中国华南英国商会累积了 30000+ 忠实粉丝，热情参与各类线上线下活动。



150+

150+ corporate members cover 20+ industries such as education, consulting, real estate, finance, law, technology and so forth.

150+ 企业会员覆盖教育、咨询、房地产、金融、法律、科技等超过 20+ 行业。



700+

BritCham South China cooperates with various brands and organisations to host **700+** online and offline events and training.

中国华南英国商会联合各大品牌、机构共同推进 700+ 场线上线下活动及培训。



300+

Brands cover various industries, including education, consulting, F&B, real estate, finance, charity, healthcare, sports, design, tourism, logistic and so forth.

品牌遍布行业各领域，包括：教育、咨询、餐饮、房地产、金融、慈善、健康、运动、设计、旅游、物流等。

Look forward to collaborating with you! 期待与你共创合作!



Roger Jiao 焦延文

Executive Manager

134 8400 5210

roger.jiao@britchamsouthchina.org



Smoki Wong 黄靖珊

Events Manager

134 8877 4719

smoki.wong@britchamsouthchina.org



Loric Wang 王心仪

Membership Services Manager

189 2883 9507

loric.wang@britchamsouthchina.org



Christy Leung 梁莹

Membership Services Manager

135 3389 2735

christy.leung@britchamsouthchina.org

Guangzhou Office 广州办公室

Room 2201B, 22/F, Guangzhou International Finance Centre,
No. 5 Zhujiang Xi Road, Tianhe District, Guangzhou
广州市天河区珠江西路5号广州国际金融中心22层2201B

www.britchamsouthchina.org

视频号: 华南英国商会

小红书: 华南英商BritChamSC

LinkedIn: The British Chamber of Commerce South China

