



GERMAN CHAMBER
of Commerce in China • South & Southwest
中国德国商会 • 华南及西南地区

GERMAN NIGHT

BERLIN - THE GOLDEN 20S

SEPT 16 | GUANGZHOU



First Edition of the German Night Berlin – The Golden 20s

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Event Background

To deepen the Sino-German business relations and strengthen their cultural exchange, the German Chamber of Commerce in China · South & Southwest is throwing its first edition of the German Night in Guangzhou on Sept 16! Join us for an unforgettable evening in the spirit of Berlin's Golden 20s!



◆ **Organizer:** German Chamber of Commerce in China | South and Southwest
中国德国商会·华南及大西南地区

◆ **Co-organizer:** Berlin Business Desk China
柏林驻华商务联络处

◆ **Supporter:** Consulate General of the Federal Republic of Germany in Guangzhou
德国驻广州总领事馆
InterCulture 往来（广州）文化发展有限公司



◆ Target participants: 100+

- High-ranking political and economic leaders from China and Germany
- Corporate representatives from the Sino-German Community
- Young entrepreneurs
- Germans and friends of the German language and culture





Sample text here

Event Details

Theme: Berlin's Golden 20s

Berlin of the 1920s is a vibrating metropolis. A city that never sleeps and a hotspot of the Roaring Twenties. It was a time of creativity and celebration. People danced through the nights to the sounds of Jazz, Swing and Charleston. We are bringing that same energy to Guangzhou.



AGENDA

TIME & VENUE

Time:

Sat, Sept 16, 2023 | 18:00-21:00

Venue:

8, Faubourg Bar and Terrace,
8F, Sofitel Hotel, Guangzhou
广州圣丰索菲特大酒店 8楼酒吧及空中花园

Address:

No. 988 Middle Guangzhou Avenue,
Tianhe District, Guangzhou
广州市天河区广州大道中988号

- 18:00-18:30 ● Cocktail Reception with Piano Performance
- 18:30-18:50 ● Opening Show & Welcome Remarks
- 18:50-19:00 ● Introduction and certificate awarding for the new Berlin Ambassador China
- 19:00-21:00 ● Buffet Dinner
- 19:00-20:45 ● 3rd Round of Music, Live Dance, Live Show & Lucky Draws
- 20:45-20:50 ● "Best Dressed" Award Ceremony
- 20:50-21:00 ● Ending & Group Photo

Five-star Luxury Hotel Sofitel Guangzhou



Dress Code

Vintage-themed outfit



— From @babeyond_officia



—From @babeyond_officia



—From ins@herrenzimmer_

Event Highlights

1. Immersive cultural experience
2. Live music, live show and live dance teaching

Charleston

The Charleston is the most fashionable dance of the 1920s. Dancers everywhere kick out their legs and swing their arms, abandoning the strict rules of traditional social dances such as the waltz or foxtrot.



3. A lighthearted “Best Dressed” Competition

Dress Code

Vintage-themed outfit





**4. Fancy buffet dinner
and free flow drinks**





Sponsorship Opportunities



Sponsor Benefits

1st edition of the German Night in South China

High-ranking business representatives and political leaders from Chinese governments will be invited to join the feast.



Sponsor Benefits

Gain maximum visibility

3-month-long promotion via multi-channels. Company logo on all promotional materials on social media platforms and at event venue

Present your company

Company Introduction and AD Slot to present your company and product



Sponsors Benefits

Boost your business

Interaction among the Sino-German political and business community in GBA and find your potential customers

Stay connected

Invite your business partners

Sponsorship Package – Gold Sponsor

SPONSORSHIP PACKAGE 赞助方案	Gold Sponsor 黄金赞助
1. A VIP Table with 4 Seats 专属四人座贵宾桌（带公司桌卡） (With a table card with company name and logo)	√
2. Three-month-long Logo Exposure 公司logo多渠道曝光，曝光期长达三个月！ Event Page, Invitation Mailing, WeChat Post, Newsletter, Event Backdrop, etc. 活动页面、邀约邮件、微信推文、每月电子简讯、活动背景板等	√
3. Company Introduction on Event Page & WeChat Post 活动页面和微信推文展示公司介绍信息 (Less than 300 words in total 中英文总数小于300字，可放官网和联系信息)	√
4. One AD Slot in GCCSSW Monthly Newsletter GCCSSW每月电子简讯中1个广告位 (1 banner with less than 100 words 封面图1张+100字内广告，可放官网和联系信息)	√
5. Special Thanks by Host during the Event 活动现场特别鸣谢	√
6. Company Products Showcase during the Event 活动现场产品展示	√
7. Lucky Draw Presenter 作为嘉宾上台参与现场幸运抽奖	√
8. Company Brochure / Flyer in the Door Gift Bag 公司宣传册/宣传单入伴手礼袋	√
Member Price (Incl. tax)	RMB 8,000
Non-Member Price (Incl. tax)	RMB 10,800



3-month-long Promotion

曝光期长达三个月！



Multi Channels 多渠道宣传曝光

Invitation Mailing, WeChat Official Account, Newsletter, WeChat GroupChats, etc.
营销邮件、微信公众号、每月电子简讯、微信群聊等



Media Partners 多家媒体合作方

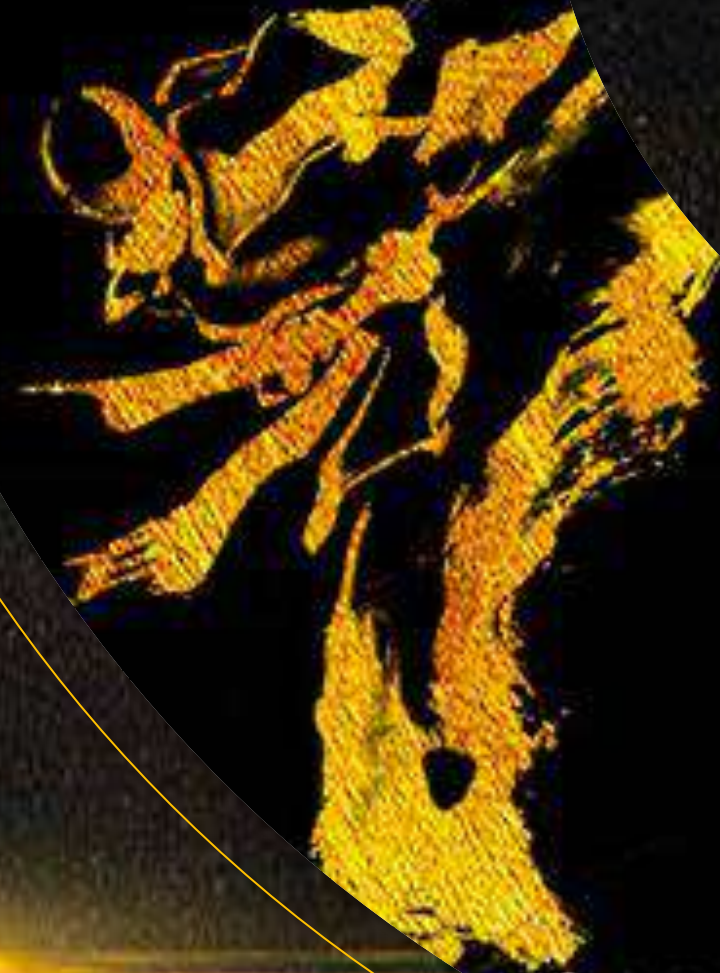
- AHK Greater China · South and Southwest
- Berlin Business Desk China
- German Consulate of Germany in Guangzhou
- InterCulture
- That's Guangzhou, That's GBA
- InterNations
- Global Friendships
- NowShenzhen
- And More!



Sponsorship Package – Wine & Gift Sponsors

SPONSORSHIP PACKAGE 赞助方案	Wine Sponsor 酒水赞助	Door Gifts Sponsor 伴手礼赞助	Lucky Draw Prizes Sponsor 抽奖礼品赞助
1. One Free Ticket 1张免费门票	√	-	-
2. Three-month-long Logo Exposure 公司logo多渠道曝光，曝光期长达三个月！ Event Page, Invitation Mailing, WeChat Post, Newsletter, Event Backdrop, etc. 活动页面、邀约邮件、微信推文、每月电子简讯、活动背景板等	√	√	√
3. Company Introduction on Event Page & WeChat Post 活动页面和微信推文展示公司介绍信息 (Less than 300 words in total 中英文总数小于300字，可放官网和联系信息)	-	-	-
4. One AD Slot in GCCSSW Monthly Newsletter GCCSSW每月电子简讯中1个广告位 (1 banner with less than 100 words 封面图1张+100字内广告，可放官网和联系信息)	-	-	-
5. Special Thanks by Host during the Event 活动现场特别鸣谢	√	√	-
6. Company Products Showcase during the Event 活动现场产品展示	√	-	-
7. Lucky Draw Presenter 作为嘉宾上台参与现场幸运抽奖	-	-	√
8. Company Brochure / Flyer in the Door Gift Bag 公司宣传册/宣传单入伴手礼袋	-	√	-
* For Members Only	Red, White & Sparkling Wine	120 Gifts worth at RMB 5,000+	Worth at RMB 5,000+

About Us



ABOUT AHK GREATER CHINA

No. 1 Business Partner for German Companies in China

5,000+ German companies do business in China

China is Germany's **No. 1** trade partner for 7 years in a row

In China since **30+** years

1.1 million jobs in China are supported by German companies

650+ Customers each year



www.china.ahk.de



ABOUT GERMAN CHAMBER OF COMMERCE IN CHINA

Exposure to 200,000+ business professionals in our network!

2,100+ German Chamber member companies

25,000+ subscribers of our e-newsletters

Monthly **100,000+** visitors to our website

17,000+ participants during

400+ events, webinars, and roundtables per year

70,000+ followers of our social media platforms



www.china.ahk.de



ABOUT BERLIN BUSINESS DESK CHINA

Berlin, the largest city and capital of the Federal Republic of Germany, is located in the center of Europe. With the densest network of universities and research institutes in Germany, Berlin has always been the innovation and research center of Germany and Europe, the capital of start-ups.

The Berlin Business Desk China (BBDC) is the first overseas office of the State of Berlin, and the only official representation of the economic interests of the German Capital in China. As a bridge between the economies of China and Berlin, the BBDC focuses on supporting cooperation and exchange with China in the strongest and most innovative industries of the German capital, including life sciences and healthcare, information and communication technology (ICT), media and creative industries, transport, mobility and logistics, energy technology and clean technologies as well as photonics.

www.berlinoffice-china.com

BERLIN



Berlin Business Desk China
柏林驻华商务联络处



GERMAN CHAMBER
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中国德国商会 · 华南及西南地区

Thank You

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EVENT PAGE



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