

MARKETING & SPONSOR OPPORTUNITIES



MEMBERSHIP DIRECTORY

The membership directory is distributed to all of SwedCham's members and featured on our website. It offers an opportunity to brand your company within the Chamber.



DOING BUSINESS IN HONG KONG

A free business guide providing guidance to companies inside and outside of Hong Kong. It's a great way to gain exposure, increase awareness and drive business for our members.



SPONSOR STATUS AT KEY EVENTS

The biggest events attracts a wide and diverse group of people. As a sponsor you have the possibility to engage attendees in activities and be seen during the event.



OTHER MARKETING OPPORTUNITIES

With an aggregated reach of more than 3000 people, the social media channels, the SwedCham podcast and the website offers a platform to promote your brand.

X-LARGE

HKD 50,000

MEMBERSHIP DIRECTORY

Double page spread in printed directory
Featured member in online directory (1 month)

SPONSOR STATUS ON TWO BIG EVENTS

Traditional Swedish Crayfish party
Annual Gala Dinner
/ including 6 tickets to one of above events

DOING BUSINESS IN HONG KONG

Top banner on industry page (3 months)

OTHER MARKETING OPPORTUNITIES

Interview in podcast episode
Banner in newsletter (1 month)

LARGE

HKD 35,000

MEMBERSHIP DIRECTORY

Full page in printed directory
Featured member in online directory (1 month)

SPONSOR STATUS ON TWO BIG EVENTS

Traditional Swedish Crayfish Party
Annual Gala Dinner
/ including 4 tickets to one of above events

DOING BUSINESS IN HONG KONG

Ad on industry page (3 months)

OTHER MARKETING OPPORTUNITIES

Sponsorship in podcast episode
Banner in newsletter (1 month)

MEDIUM

HKD 25,000

MEMBERSHIP DIRECTORY

Full page in printed directory
Featured member in online directory (1 month)

SPONSOR STATUS ON TWO BIG EVENTS

Traditional Swedish Crayfish Party
Annual Gala Dinner

DOING BUSINESS IN HONG KONG

Ad on industry page (1 months)

OTHER MARKETING OPPORTUNITIES

Sponsorship in podcast episode
Banner in newsletter (1 month)

SMALL

HKD 15,000

MEMBERSHIP DIRECTORY

Half-page in printed directory
Featured member in online directory (1 month)

OTHER MARKETING OPPORTUNITIES

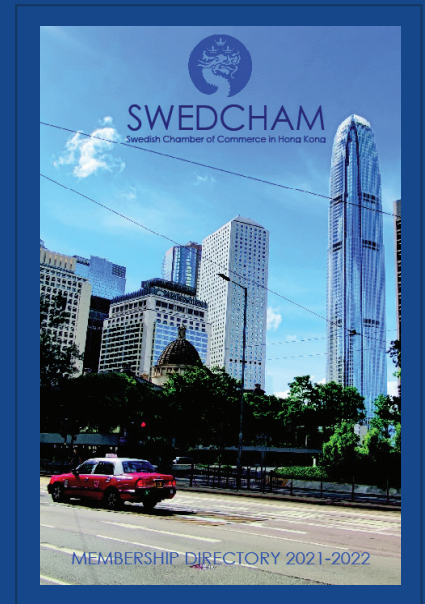
Interview in podcast episode
Banner in newsletter (1 month)

THE MEMBERSHIP DIRECTORY

Every year, the Chamber publishes Swed-Cham's Membership Directory. It contains all of the SwedCham Members' profiles and is delivered to all our members as well as to local institutions.

Being one of the largest European Chambers in Hong Kong, advertising in the directory is a way to position your company and reach 530+ executives and corporations in Hong Kong & Sweden.

You can receive even more exposure through advertising on the online-version of the directory.



THE MEMBERSHIP DIRECTORY
2021-2022

ADVERTISING	PRICE (HKD)
Double page spread	17,000
Full page	9,600
Half page	6,700
Back cover	13,900
Inside of back cover	12,000
Inside of front cover	13,000
1st page	10,400
Section divider	12,500
Opposite contents page	10,000

