



BRITISH CHAMBER OF COMMERCE  
GUANGDONG 广东英国商会

# Media Kit

Market your brand and join the dots  
in BritCham community.










BRITISH CHAMBER OF COMMERCE  
GUANGDONG 广东英国商会

# *We offer Digital Advertising Opportunities*



- 01** Electronic Distributed Mail 
- 02** WeChat 
- 03** Website 
- 04** LinkedIn 
- 05** Event Registration Page 





**BRITISH CHAMBER OF COMMERCE**  
**GUANGDONG 广东英国商会**

Your business link between the UK and GBA

# Joining the Dots

**The British Chamber of Commerce Guangdong** is an independent, non-profit organisation formed to facilitate and support Chinese and British companies operating in the PRD, now the GBA.

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.



**Promote**  
*GBA Symposium*



**Connect**  
*BritCham in Your Neighbourhood*

As an integral part of the vast network of British Chambers throughout China, we are focused on providing you with business support, training from industry leaders and elite networking opportunities to grow your business capabilities.



**Share**  
*Education Working Group*



**Access**  
*Business Luncheon with British Consul-General*

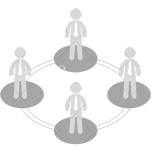
# Reach Senior Level Professionals



BRITISH CHAMBER OF COMMERCE  
GUANGDONG 广东英国商会



**200+** corporate and Individual Members  
Member companies from SMEs to multinationals



**25** industries  
Our members cover a wide range of focus



**10** cities  
Our members spread across the globe including cities in the UK.



**300k** impressions per year  
Our views on social media platforms and promotions by our 9 media partners



**22k** followers  
on 7 social media platforms



**8,000** attendees  
Every year we welcome senior business people and families to participate our business event and public event.

# Reach a WIDE audience quickly through email

to more than 8000 business partners



Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
3,000	4,000	*1 blast on 2 mailing systems
5,000	7,000	*2 blasts on 2 mailing systems

Advertise your special events, programmes or promotions and publicize your achievements, send out your company news to **5,000+** business partners both local and expat, across Greater Bay Area. All recipients have opted in to receive these emails and the British Chamber is seen as a valued resource.

This service is restricted to member companies only. The number of EDMs that we send to our membership is very limited so please do book in advance.

### Specifications

- EDM should be in a word document format and please send us the original pictures if any. A test mailing will be sent to you for approval before the blast.
- The Chamber requires a week to set up the mailing.
- EDMs must be offering something of value to members i.e. a special offer that would be relevant to them
- The number of EDMs per company will be limited
- All EDM mailings must be approved by the Executive Manager of The British Chamber of Commerce Guangdong



**British Days in November**  
**Booth application and collaboration opportunities**  
**are now open**  
**英国日合作与摊位现已接受申请**



The COVID-19 has caused many events to be postponed and even cancelled, this has also affected our British Day in Shenzhen which was due to be held on 21st March at Shekou International School Shenzhen - the school has kindly offered an alternative date in Nov. for us, so we shall now have 2 British Day's scheduled across our Guangdong cities in Autumn.

- Guangzhou British Day Sat 7th Nov. Canton Place  
- Shenzhen British Day Sat 21st Nov, Shekou International School

We look forward to seeing you at both.

**November**

**7&21**

**Booth Application Deadline**  
摊位申请截止日期:  
Early-bird 早鸟价:  
**30 Jun. 2020**  
Standard booths 标准摊位:  
**31 Aug. 2020**



# E-Newsletter Banner Advertising

to more than 8000 business partners

Publicize your achievements, send out your company news, and advertise your special events, fares or promotions to 8,000+ business partners based mainly in Greater Bay Area.

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
3,000	4,000	*1 quarter

Advertise on our weekly email newsletter to reach **over 5,000 expat** and local professionals across Greater Bay Area. Our mailing list is opt-in and goes out to our entire database reaching both members and non-members.

Advertising allows your hyperlinked banner to be placed at the top of the newsletter

Use the Chamber's email newsletters to...

- Reach 5,000 top level management expat and local professionals
- Achieve an average open rate of 20%
- Experience average click-through rate of 1%
- Mailings every week

## Specifications

- *The size is approximately 600 x 150 pixels and must be supplied in PNG/JPEG format.*
- *Newsletters are sent every week.*



## BritCham GD News and Events Update

### Events

March 24: Chinese Ambassador to UK speaks to BritCham on Sino-UK relations

Nov 7 & 21: GZ & SZ British Day Open for Collaboration and Booth Application

### News

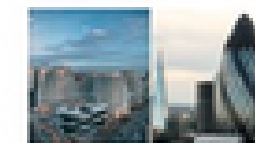
The UK's £380bn Rescue Budget - what does it mean to you?

Review the key takeaways for the previous 5 BritCham GD webinars

13 days left to the early bird special and offers to BritChamers



## March 24: Chinese Ambassador to UK speaks to BritCham on Sino-UK relations



[Learn More](#)

BritCham China is delighted to invite the **Chinese Ambassador to the UK Liu Xiaoming** to discuss the current state and the future of Sino-China relations.

This is an opportunity to engage in new conversations with British businesses based in China and working from the UK that are committed to the bilateral relationship, especially during this difficult period of the Covid-19 outbreak. Discussion would not be solely focused on the virus outbreak, but will aim to highlight the importance of continued cooperation around UK-China trade and on-going opportunities.

# WeChat Social Marketing

to more than 8,000 followers in BritCham community

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
2,750	5,500	*1 2nd post on BritCham GD Official WeChat Account

Promote your event or programme on our weekly WeChat official account posts to attract **over 9,000 expat** and local BritChamers across China. Our followers include both members and non-members who are interested in our upcoming events and news.

WeChat allows you to present your information in a innovative, dynamic and engaging ways and to a wider community.

### Specifications

- The layout and content should be provided to the Chamber via WeChat post preview, Xiumi or word document.
- The Chamber’s WeChat account is a service account rather than a subscription account, therefore we require a week to arrange the weekly WeChat posts.
- The post must be offering something of value to members i.e. an event that would be relevant to them
- The number of posts per company will be limited
- All posts must be approved by the Executive Manager of The British Chamber of Commerce Guangdong





# WeChat Banner Marketing

to more than 8,000 followers in  
BritCham community

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
4,000	6,000	*1 banner on the top post for 1 month (3-4 times)

Besides the full long post, you get to promote your event or programme via a banner at the bottom of every weekly WeChat official account posts to attract **over 8,000 expat** and local BritChamers across China. Every month we send out 22 posts on average, and receive 17,000 views on average. Our followers include both members and non-members who are interested in our upcoming events and news.

Specifications

- The banner should be in PNG/JPEG.
- The format is 680\*130 pixel.
- The number of posts per company will be limited
- All posts must be approved by the Executive Manager of The British Chamber of Commerce Guangdong

You can [click here](#) to provide feedback and tell us your business needs. Please note that **only BritCham Guangdong members** can join the round table. If you are interested in BritCham GD membership, please contact us via [chris.chen@britchamgd.com](mailto:chris.chen@britchamgd.com) with your company information.

请点击此处参与意见反馈。圆桌会议仅限广东英国商会会员参与，如想了解商会会员资讯，请发送您的公司信息至 [chris.chen@britchamgd.com](mailto:chris.chen@britchamgd.com)。

We look forward to hearing from you.  
我们期待您的参与。

BritCham Supports:



### YOUR AD HERE

Expand your business footprint in the Greater Bay Area

Extract QR Code to Follow BritCham  
长按二维码，关注广东英国商会



[admin@britchamgd.com](mailto:admin@britchamgd.com)  
<http://www.britchamgd.com/>  
+86 20 8331 5013

Supporting Members



Britannia International School  
广州市英伦外籍人员子女学校



广州斐特思公学  
Fettes College  
Guangzhou



CLYDE&CO



MISSION HILLS  
CHINA



# Website Banner Advertising

to more than 8,000 followers in BritCham community

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
3,000	5,000	*1 small banner at the top of the website
6,000	8,000	*1 large banner at the middle of the homepage

The BCCGD website is the central source for all of the Chamber's publicly available information such as upcoming events, business news, membership news, privilege club, job vacancy information and much more. With an average 5,000 visitors per month is a highly effective way to target senior local and expat professionals.

Formats available

- Top banner - 100% exclusivity 500 (w) x 100 (h) (100% SOV)
- Bottom banner MPU 1150 (w) x 100 (h)

*Specifications*

- *The size of the file should not be more than 30 K*
- *The file should be an image in PNG or JPEG*
- *Link through URL to be supplied*

**BRITISH CHAMBER OF COMMERCE GUANGDONG 广东英国商会**

**Guangzhou & Shenzhen**

**BRITISH DAY**

**7th & 21st November 2020**

**collaborate with us**

**Event Reviews**

**Guangzhou Christmas Gala Dinner 广州圣诞晚宴**  
Blessed with cool but not too cold festive weather, the British Chamber of Commerce Guangdong hosted our 2019 Guangzhou Christmas Gala Dinner on 6th Dec at LN Garden Hotel. It was a time to reflect on

**Guangzhou British Day 广州英国日之秋季嘉年华**  
Sunny Funny British Day 阳光欢乐英国日 Blessed with sunny Canton autumn weather, the British Chamber of Commerce Guangdong held another fun British Day on 19th Oct. for our members, the public and many families

**Special Education Needs (SEN) and Mental Health**  
On 25th September, British Chamber of Commerce Guangdong successfully organised an education seminar: The Adolescent Journey - Special Education Needs (SEN) and Mental Health at British Center, Guangz

**Job Recruitment**

Associate Tutor in English for Academic- UCLan Technology  
视觉设计师 - Fettes College Guangzhou 广州斐特思公学  
Senior IT Engineer - Lady Eleanor Holles International School (LEH)  
Marketing Intern - Lady Eleanor Holles International School (LEH)  
招生专员, 招生经理, 幼儿园中籍教师, 幼儿园双语助教, 幼儿园保育  
小学健康教师, 小学数学教师, 小学英语教师, 小学语文教师 - 广州慧  
Senior Officer / Officer- Arup International Consultants  
Procurement Assistant, Finance Assistant - LEH International  
Beeplus公开招聘5地33个岗位 - BEEPLUS  
余子游泳教师, 成长顾问, 市场策划, 客户关怀, 市场经理 -  
Director of Facilities - THE AMERICAN INTERNATIONAL SCHOOL  
Business Development Manager - British Herald  
Assistant to Athletic Director - American International School of  
Project Manager (Business Operations) - Fettes College

**YOUR AD HERE**  
Expand your business footprint in the Greater Bay Area

**Contact Us**

Tel: +86(20) 8331 5013  
Email: admin@britchamgd.com  
Address: Unit 2201B, International Finance Centre, No. 5  
Zhujiang Xi Road, Tianhe District, Guangzhou, 510623  
地址: 广州市天河区珠江江西路5号广州国际金融中心22层2201B

**Subscribe 订阅**

Name 姓名  
Company 公司  
Job Position

**Joining the Dots**  
- Connect  
- Promote  
- Share



# LinkedIn Advertising

to more than 2,700 followers in BritCham community

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
1,500	3,000	*1 post on 2 accounts

LinkedIn is an information portal to deliver industry insights, business news and industry event updated. Through this channel, BritCham GD engages with **more than 3,300 directors**, executives and professionals around the globe. To make your ad more effective and attractive to our global audience, we will bespoke your content as a industry news or business news.

## Specifications

- The post should be in English and within 150 words with a link and 3 tags.
- The format of banner is 1200\*650 pixel in PNG or JPEG
- All posts must be approved by the Executive Manager of The British Chamber of Commerce Guangdong



BritCham GD connects and promotes businesses in the Greater Bay Area and bridges British business with Chinese enterprises. Every month BritCham GD brings you news from our members which you may want to know about - Pulse offers you up-to-date industry insight through a 20-min read. BritCham Industry Pulse aims at joining the dots between our members and their market sectors.

For this month's industry pulse, the main focus is still on COVID-19 impacts on industry with **Dezan Shira & Associates** brought with us the preferential policies Chinese government has issued, **Clyde & Co** issued a COVID-19 Employment Issues Guide and **Arup** 's insights about 5 must-do's on urban resilience in a time of COVID. Apart from those, we would also take a macro look at 2020 Asia Salary Guide by **Hays** and 2020 Global Media Survey by **PR Newswire PR Newswire Asia**.

Click here to view our April Industry Pulse:  
<https://lnkd.in/gCmC-X4>

#industry  
#pulse  
#covid19  
#policy  
#employment  
#architecture  
#humanresources  
#media



## YOUR AD HERE

Expand your business footprint in the Greater Bay Area

# Event Registration Page Advertising

to more than 8,000 participants of  
BritCham Events

Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
1,500	3,000	*1 banner on the event registration page

Every year BritCham GD holds 51 events on average, and attracts **more than 8,000 participants** across the Greater Bay Area and even across the globe with webinar goes virtual.

You can advertise your event or promotion via a banner on our event registration page to tap into the 8,000 potential clients, especially during British Day when we witnessed more than 26,000 views on the event registration page.

## Specifications

- The file should be an image in PNG or JPEG
- The format of banner is 1000\*200 pixel
- Link through URL to be supplied
- Minimum two months is required
- Bilingual versions of the banner is recommended
- Prices for banner advertisement on British Day event registration page is case-by-case deal.





# Secure Your Ad Space Now

To book advertising with the Chamber please fill in the below form and send to [events@britchamgd.com](mailto:events@britchamgd.com). Please call 86 020-8331 5013 ext.607 if you have any further questions. Bookings are subject to availability.

	Member Price (RMB)	Non-member Price (RMB)	No. of months / broadcast
EDM	3,000 5,000	4,000 7,000	*1 blast on 2 mailing systems *2 blasts on 2 mailing systems
Newsletter Banner	3,000	4,000	*1 quarter
WeChat Post	2,750	5,500	*1 2nd post on BritCham GD Official WeChat Account
WeChat Banner	4,000	6,000	*1 banner on the top post for 1 month (3-4 times)
Websiter Banner - Bottom Banner	3,000	5,000	*1 large banner at the middle of the homepage
Websiter Banner - Top Banner	6,000	8,000	*1 small banner at the top of the website
LinkedIn Post	1,500	3,000	*1 post on 2 accounts
Event Registraion Page Banner	1,500	3,000	*1 banner on the event registration page
Total Cost			

Your Name

Your Company

Your Position

Email Address

Tel

Summary of the Advertising Content

(or attach your marketing material in the email)

Preferred Date or Period

Signature and Company Stamp