



AUSTRALIAN BUSINESS FORUM CHINA MARKETING PACKAGE

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CONNECTING AUSTRALIA CHINA BUSINESS





ABF PLATFORM

ABF, over the last 9 years, has established a high profile business, media and events platform across Australia-China/Asia, with a focus on connecting ABF clients, members, and delegates with high-net-worth Chinese investors and inbound delegations.



ABF Events

- Australia China BusinessWeek - Australia and China
- China Digital Conference
- Australia China Business and Investment Expo
- B2BExpo



ABF Media

- ABF Online Magazine
- ABF Bulletin
- ABF website (hosted in Australia & China)
- EDMs with over 30,000 subscribers



ABF Members

- ABF Corporate Club Members
- China Lunch Club



ABF Business - China Operations

- Inbound/Outbound Delegations
- Business Matching

ABF CHINA MARKETING PACKAGE SUMMARY



Our marketing packages are designed to provide maximum exposure across the Australia China Connection. ABF will provide your business, brand, project or investment opportunity across the ABF business platform and will be actively promoted by our specialist China Operations team.

Building upon more than ten years of experience in the development of Australia China Business, ABF is a well-received throughout Australia and China as an integral business platform and facilitator of investment and trade. Our specialist team can engage at senior levels within Chinese Government, and Industry, and has established connections and capacity to undertake the following:

- Provide marketing opportunities for Australian enterprises seeking Chinese Investors, Joint Venture Partners, Licensees, Distributors and Agents.
- Organise business events, business matching forums, membership services and media broadcasting of business and investment opportunities in the Australia China space.
- Connect with Government, Industry Associations, and Chinese Business networks
- Qualify and position your business and investment opportunity to ensure maximum and favourable presentation to market. To assist in developing your China Strategy

EVENTS INCLUDED IN THE PACKAGE



Australia



China



China International Fair
for Investment & Trade



www.abf.events
info@abf.events
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ABF CHINA MARKETING PACKAGE INCLUSION

1. Business Matching/Networking Functions:

The ABF 2016 Event Schedule is full with a range of events throughout the year. These events provide an opportunity to connect with Australian and Chinese delegates looking to engage in this space. These events include networking and business matching sessions between suitable prospective clients, joint venture partners, investors, and distributors. Events include:

FEB		MELB / SYD
MAR		MELB / SYD
APR	 澳大利亚-中国商业投资展	MELBOURNE
		MELBOURNE
		MELBOURNE
MAY		ADELAIDE
		MELB / SYD
JUN	 澳大利亚-中国商业投资展	SYDNEY
		SYDNEY

JUN		SYDNEY
		HOBART
JUL		MELBOURNE
AUG		MELB / SYD
SEP		XIAMEN CHINA
OCT		BRISBANE
NOV		SYDNEY



2. Translation of Marketing Materials:

ABF will provide assistance with the following:

- Translation of marketing materials from English to Mandarin
- Banners and Display Adverts for Online Media- ABF digital hub
- Display signage, logo and translation, for use at business events
- Translators in attendance for business matching events.



ABF CHINA MARKETING PACKAGE INCLUSION

3. Media

- Inclusion of 1 x Banner Ad - displayed in the "Investment/Projects/Business Opportunities" Section of ABF website.
- Company listing on ABF.events website.
- Company listing on ABForum.cn (hosted in China) website.
- Company listing on AustraliaChinaConnections.com.au website.
- Access to and coordination with ABF WeChat platform.
- Promotional video played in various locations during all events in a high-frequency rotation.
- Print material for insertion into event show bags.

4. Online Newsletter

- Investment/Project included in 3 x online newsletters over six months, sent to ABF's extensive database in both Australia and China.

5. Speaking Opportunities

- ABF offers clients the opportunity to speak across the ABF event platform throughout the year. ABF may invite you to present on a relevant case study, and discuss your China journey. This is a great way to achieve profile within the Australia-China business space.

6. ABF Corporate Club Membership

- Free 12 Month Subscription to the ABF Corporate Club Membership (Valued at = \$1,800 p/annum)
- Includes attractive discounts for the Australia China BusinessWeek 2016 China Mission

7. Display

- Display table at Australia China BusinessWeek 2016 Sydney.
- Exhibition Stand at Australia China BusinessWeek 2016 China Xiamen - China International Fair for Investment and Trade, Australian Pavilion.
- Display stand at Australia-China 2016 Business and Investment Expo.



CHINA MARKETING PACKAGE FEE

\$25,000 + GST

This is for a term of 12 month with the inclusions listed above. The fee also includes 12 month membership and joining fee for the ABF Corporate Club



ABOUT AUSTRALIAN BUSINESS FORUM



**AUSTRALIAN
BUSINESS
FORUM**

Over the last ten years, **Australian Business Forum (ABF)** has firmly established itself in the Australia China/Asia business relationship. Through an expansive business, media and events platform across the Australia-China/Asia network, the ABF platform has upheld a focus on connecting

Australian businesses from within the SME mid-cap market sector who are either already engaged in or are seeking to engage with China.

ABF has developed a major, annual Sino-Australian event schedule, hosting events including the **Australia China BusinessWeek** presented in Australia and China, **China Digital Conference**, **Australia China Expo**, **B2BExpo** and **China Lunch Club**. The ABF network of partners and associations across business, government and industry bodies from Australian and Chinese sectors, brings together leaders from the forefront of the Australia-China/Asia relationship including dynamic C-level executives from a range of the top-100 companies, federal and state ministers, leading international academics, senior government officials, economists and other community leaders.



“ Never before has it been so easy for Australian businesses of all sizes, across just about every industry, to reach new and expanding markets in China.

The ChAFTA lays a historic foundation for the next phase of Australia’s economic relationship with China. Most significantly, the unprecedented market access China has offered to Australia under ChAFTA puts our firms at a significant competitive advantage.”

The Hon. Malcolm Turnbull MP

Prime Minister of Australia
Keynote Address at ACBW 2015 Sydney

