



Sponsorship Opportunities 4th GMBF

“The Future of Manufacturing”



Events Sponsorship Package

Welcome to AHK Malaysia's German Malaysian Business Forum Sponsorship Package brochure! As Malaysia's largest and most active bilateral European chamber, we are proud to be hosts of several signature events that take place throughout the year to help us continuously build bridges and create meaningful connections between the Malaysian and German business community.

In this brochure, you will find details of our GMBF event and sponsorship opportunities to boost your brand's visibility among C-suites, decision-makers and high-profile figures.



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
Industrie- und Handelskammer



German-Malaysian Business Forum (GMBF)

Theme: Automation in Manufacturing

When: 7 May 2024

Time: 10.00 am

Venue: Kuala Lumpur

Expected guests: 100 pax



About the Event

The German-Malaysian Business Forum (GMBF) is the Chamber's flagship event that was first organised in 2021 to deconstruct one selected hot topic or business trend that is affecting organisations in Malaysia, Germany and the rest of the world. This year, our forum's format is a full-day event, curated to be more interactive by featuring the usual panel discussions followed by breakout sessions for attendees to delve deeper into the topics. The objective of the forum is to bring together relevant stakeholders to conduct insightful exchanges.

The Chamber's flagship event this year zooms in on a topic that has been fiercely debated – Automation in Manufacturing. Join us for an illuminating session that looks at how organisations are harnessing the power of Automation in the area of manufacturing to optimise operations and improve production. We take a look at how Automation is transforming the sector and how this branch of computer science can strengthen supply chains in a time of market volatility and labour shortage.



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The Packages

| | RM8,500 (Bronze) | RM12,000 (Silver) | RM18,000 (Gold) |
|--|---------------------|----------------------|--------------------|
| Company logo on MGCC event website linked to company URL | ✓ | ✓ | ✓ |
| Company logo on all invitations prior to the event | ✓ | ✓ | ✓ |
| Logo on main stage backdrop during event | ✓ | ✓ | ✓ |
| Sponsor's name mentioned in the opening and closing speech | ✓ | ✓ | ✓ |
| Company write-up/ feature for MGCC Website & social media | ✗ | ✓ | ✓ |
| Company Logo in extra frame on registration table | ✗ | ✓ | ✓ |
| Video on loop on TV Screen before and after event | ✗ | ✓ | ✓ |
| 2x complimentary entrance tickets | ✗ | ✓ | ✓ |



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| | RM8,500 (Bronze) | RM12,000 (Silver) | RM18,000 (Gold) |
|--|-----------------------------|------------------------------|----------------------------|
| Web Banner on MGCC Website for the rest of the year | ✗ | ✓ | ✓ |
| 1x Social Media Advertising post in 2024 | ✗ | ✓ | ✓ |
| Company logo frame on panel table | ✗ | ✗ | ✓ |
| Company booth at the event (including 2 staff) | ✗ | ✗ | ✓ |
| Company logo on name badge | ✗ | ✗ | ✓ |
| 3x additional complimentary entrance tickets | ✗ | ✗ | ✓ |
| Tuesday Club Topic of your choosing | ✗ | ✗ | ✓ |
| (Optional for Gold) Speaking opportunity at GMBF | ✗ | ✗ | +RM4,000 |
| (Optional) To take part in the B2B market at the entrance area | +RM1,000 | +RM1,000 | +RM1,000 |

Impresions from past GMBFs



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Booking and Contact

To book a sponsorship package or a spot at the B2B market please contact our Membership Relations Manager, **Sebastian Kirsch** via email at **sebastian.kirsch@malaysia.ahk.de** or call him at **+60172380877**.

Customisation for your package is possible according to your need and budget.