



# MGCC® Media Kit 2024

Advertisement Opportunities



**AHK**

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

# About Us

## # PartnerForSuccess

The Malaysian-German Chamber of Commerce and Industry (MGCC), or AHK Malaysia as it is known in Germany, is the official representative of German industry and trade in Malaysia with excellent relations to governments and its authorities, to business organisations and to industry both in Malaysia and in Germany. The Chamber represents the interests of more than 430 members and is part of the global network of German Chambers of Commerce Abroad (AHK network) with 150 offices in 93 countries—and counting.

Established in the year 1991, MGCC has since been a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record. As the largest bilateral European Chamber in Malaysia, MGCC is the preferred service partner for companies seeking to establish a market presence here or to increase their involvement in Malaysia. The Chamber also offers a platform to share experiences and exchange views at a wide range of forums and events, as well as to establish business relationships within its network. MGCC is supported by the Federal Ministry of Economic Affairs and Climate Action based on a resolution of the German parliament, the Bundestag.

As a member, you have access to many different branding opportunities provided by MGCC. Our Communications team is committed to creating greater visibility for your brand and products through multiple platforms.

Advertising with us is a cost-efficient method of reaching a wide range of potential customers and serves as an effective opportunity for you to bring your company to the centre of attention.

We can help you to:

-  ● Maximise your company's visibility
-  ● Enhance your company profile
-  ● Attract more customers and business partners
-  ● Increase your brand awareness

# Advertisement Options

## 1. Newsletter

The MGCC NewsLink 360° is our monthly dossier delivering up-to-date insights from the Chamber and industry. Dive deep into the latest Chamber news, and navigate through important highlights of the industries. Find and participate in events within and beyond our expansive network as well as the latest trade fairs across the globe.

>2,100

Subscribers



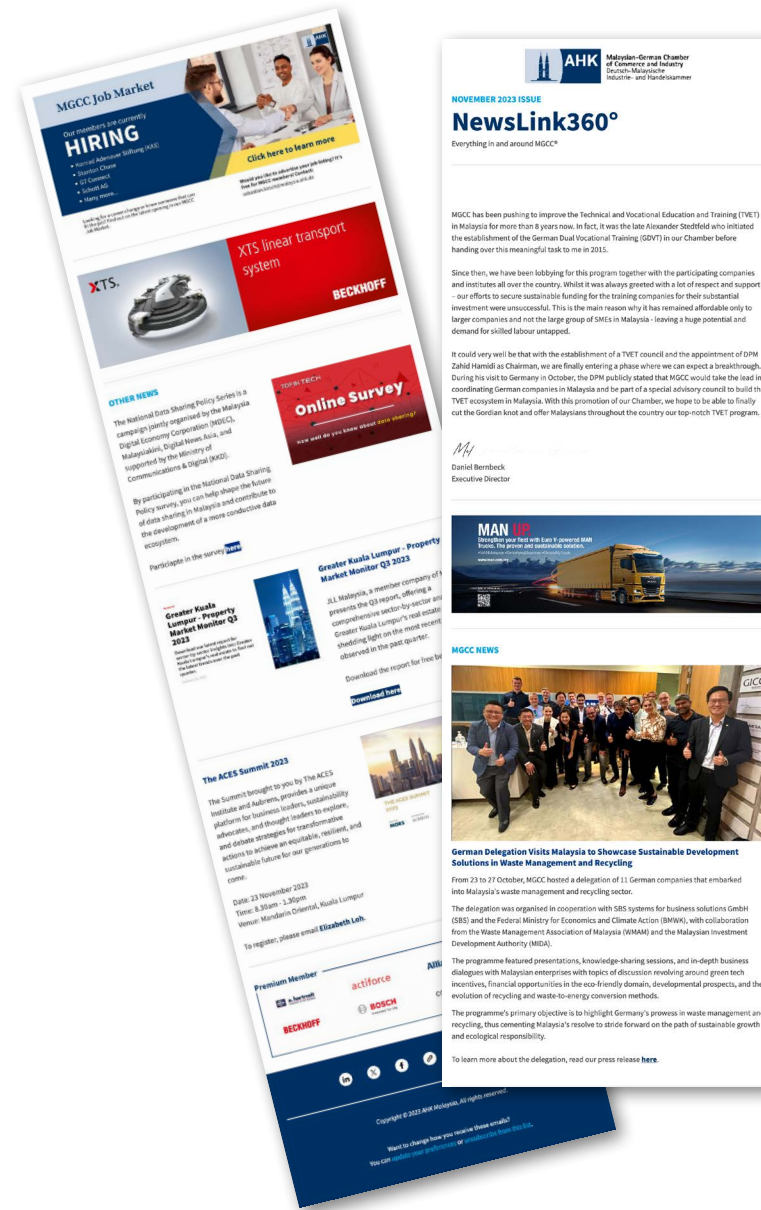
>30%  
Average  
Opening Rate

### Artwork Specifications:

- To be supplied electronically (.ai, .gif, .png or .jpg file)
- Full Width Banner: 1200px (width) x 375px (height)

### Ad Rate:

	Pricing (Per Insertion)	For Members (20% Discount)
Full Banner	RM1,650	RM1,320



## 2. Website

Maximize your brand's visibility on our website (www.malaysia.ahk.de) - the largest English and German business hub in Malaysia. Elevate your company's presence with a logo on our homepage, linked to your official website. With an average of 14,000 monthly page views, our website is a dynamic connection drawing attention primarily from Malaysia and Germany, closely followed by the USA, Singapore, and various other key Asian and European regions.

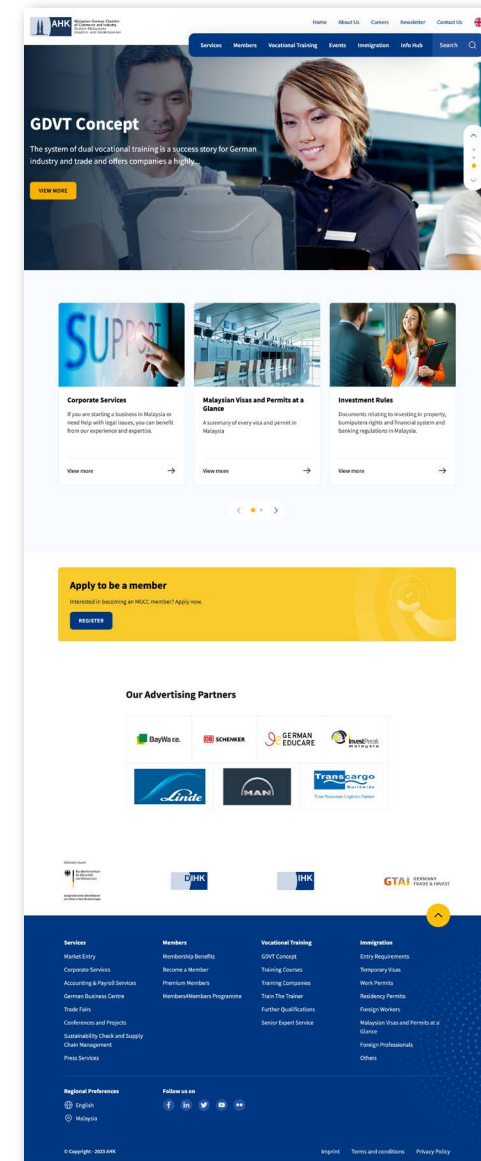
### Artwork Specifications:

- To be supplied electronically (.ai, .png, .gif or .jpg file)
- Resolution not less than 300dpi
- Total file size not exceeding 5MB
- Width x Height: 600 x 300 pixels

### Ad Rate:

	Pricing	For Members (20% Discount)
12 months subscription*	RM5,500	RM4,400

\* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.



### 3. Wall Poster @ Social Lounge

We often organise events and business meetings in our main office which shares a social lounge with the German Business Centre. This space doubles as a waiting area on top of being a social lounge for guests to network with each other. This high-traffic area is an ideal space for you to advertise your business.

#### Artwork Specifications:

- To be supplied electronically (.ai, .psd, .pdf, .tiff, or .jpg file)
- All format in CMYK
- Width x Height: 64cm x 89cm

#### Ad Rate:

	Pricing	For Members (20% Discount)
12 months subscription*	RM6,250	RM5,000

\* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.



# 4. LinkedIn Post

LinkedIn is the most popular social networking platform for professionals and businesses. Communicate your business to thousands of our followers (and growing!) via our LinkedIn page.



more than  
**7,300**  
followers\*

\* as of November 2023

### Artwork Specifications:

- Image type: JPG or PNG with dimension measuring 1200 x 1200 pixels
- Copy for the ad not exceeding 1,000 characters
- Call-to-action: website link, email address or phone number

Pricing (Per Post)	
Per Post	RM990



## 5. Your MGCC Webinar

With more than 30 years of experience in hosting corporate events, MGCC has been the preferred partner for many organisations when it comes to event management. Let us help you to host an MGCC webinar with your content and gain access to our network of members across various industries\*.

### Specifications:

- Webinar length: 45-90 min
- Platform: Zoom
- 2-3 email blast invitations, listing on MGCC website and social media

### Pricing

Base price starts at RM7,500. The final fee is determined based on your company's requirements and event specifications.

RM7,500

\* Terms and conditions: Depending on the content you provide, MGCC will mark the event as a promotional event. MGCC will not guarantee any participation.



## 6. Entrance Billboard

*(Available only for MGCC members)*

Day in, day out, the Malaysian-German Chamber of Commerce and Industry receives visitors for business, education and research. Those who make the trip come to search for potential suppliers, customers, joint-venture partners, trading partners, agents and investments.

At the entrance, MGCC has set up a billboard wall which enables companies to have their logo and company names prominently displayed in the size 42cm x 29.5cm.

What better way is there to capture the attention of MGCC's daily visitors than to have your logo permanently at the reception area of the Chamber?

### Artwork Specifications:

- All format in CMYK colour
- Not less than 20MB

Pricing (Per Insertion)	
12 months subscription*	RM3,850

\* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.





# 7. Press Review

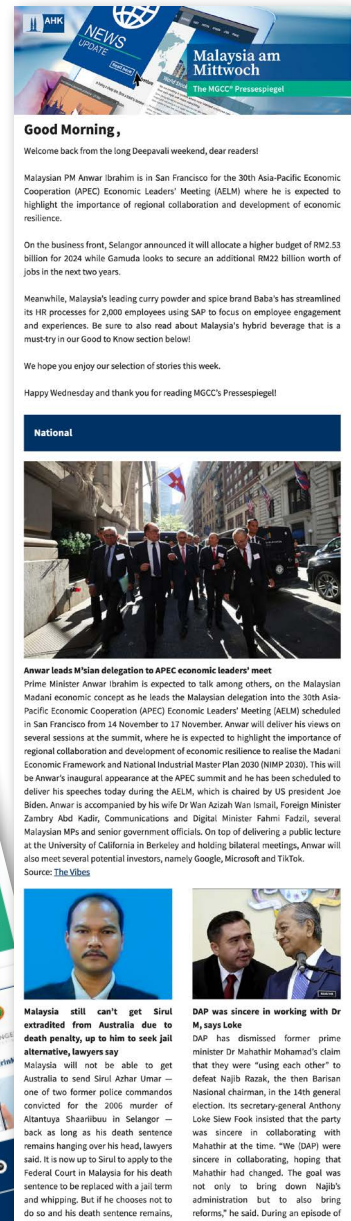
(Available only for MGCC members)

Our weekly press review Malaysia am Mittwoch | MGCC Pressespiegel is sent exclusively to MGCC members every Wednesday where we round up the most important headlines in the past week. As an organisation that aims to be a source of relevant and verified information, the Pressespiegel covers news on current political, economic and social developments in and around Malaysia. We have also added a new ESG section to spotlight trends, announcements and best practices as interest in the framework grows. Whether you are a busy C-suite executive or a German expat who is new in Malaysia, we aim to close the information gap by providing a holistic overview of happenings in the country. Our Pressespiegel enjoys an average opening rate of more than 30%.

## Artwork Specifications:

- To be supplied electronically (.tiff, .gif or .jpg file)
- Full Width Banner: 1600px (width) x 500px (height)

Pricing (Per Insertion)	
Full Banner	RM715



## 8. TV Display

*(Available only for MGCC members)*

At MGCC's entrance a dedicated waiting area with a 40-inch plasma TV screen is prepared for visitors and guests. While waiting for their appointments guests can watch the advertisements played on the TV, as well as enjoy the reading materials provided.

Advertisements are played repeatedly from Monday to Friday during office hours from 9am to 6pm.

### Artwork Specifications:

- Slideshow (Microsoft PowerPoint) or movie (wmv)
- Change of advertisement is permissible up to 3 times per year

### Pricing

12 months subscription*	RM6,500
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\* Subscriptions run from January to December. Bookings received at any time during the year (less than 12 months) will be pro-rated.



# 9. Membership Directory

(Available only for MGCC members)

Advertisement Pricing	
<b>Premium Position:</b>	
Back Cover	RM7,150
Inside Front Cover	RM6,600
Inside Back Cover	RM6,050
<b>Special Position:</b>	
Opposite company profile (full page)*	RM3,850
Below company profile (half page)*	RM3,300
<b>Standard Position:</b>	
Full Running Page*	RM3,300
Half Running Page*	RM2,750
<b>Bookmark</b>	RM4,500
<b>Company Logo Pricing</b>	
Logo placement creates visibility for your company profile and attracts the reader to your business activities.	RM550

\* Company logo placement is included FOC for half page and full page ad bookings.

## Company Logo Requirements

- Illustrator AI file (.ai) format
  - Colour: CMYK
  - All fonts used must be outlined
- JPEG (.jpg) or TIFF (.tiff) format
  - Colour: CMYK
  - Resolution: 300dpi
  - Size: At least 5cm in width or length (depending on the logo if the shape is square/circular/horizontal/vertical)

LOGO

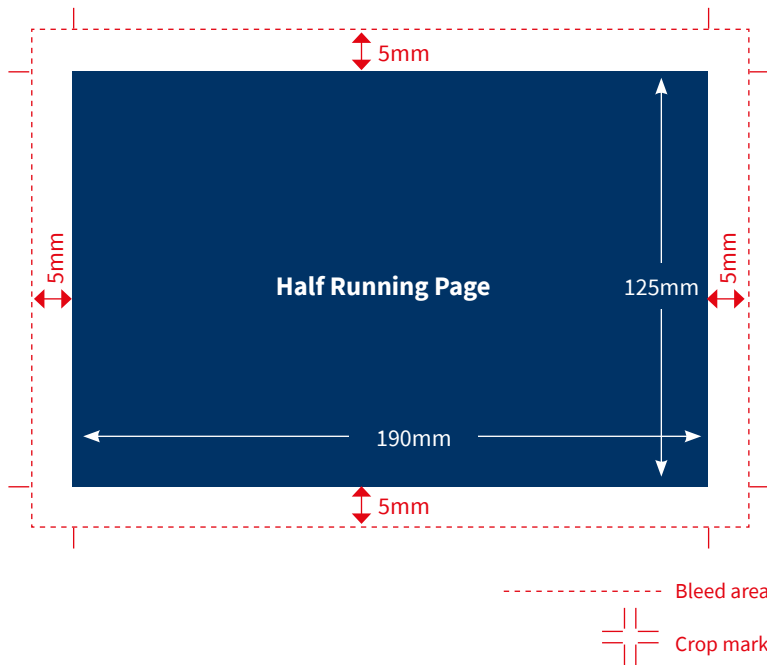
5cm



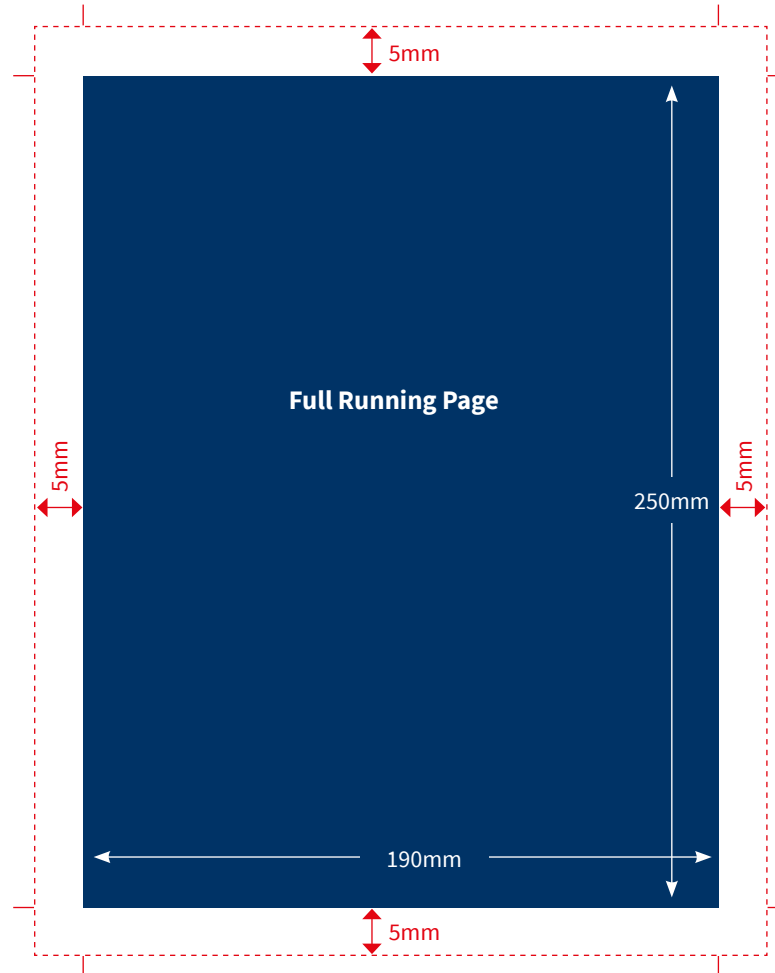
### Artwork Specifications:

- To be supplied electronically (.ai, .psd, .pdf, .tiff, or .jpg file)
- All format in CMYK
- Resolution not less than 300dpi

- Half running page size:  
**190mm (width) x 125mm (height)**



- Full running page size:  
**190mm (width) x 250mm (height)**



## 10. Meeting Room Mural

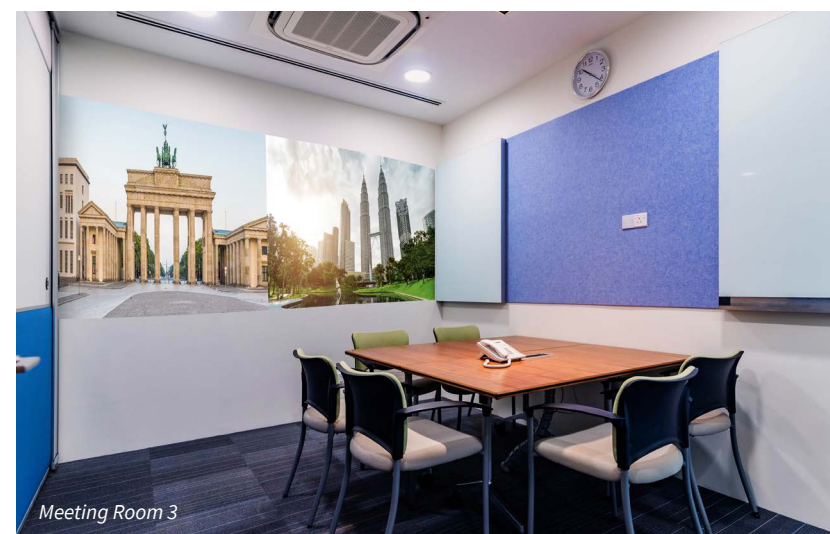
*(Available only for MGCC members)*

Be it trade delegations or corporate members, the MGCC Meeting Rooms 2 and 3 are in frequent use not only by MGCC and its visitors but also by the tenants of the German Business Centre. The meeting rooms are high traffic areas suited for long-term brand visibility.

Since the mural is printed on the wall, a minimum booking is required for 2024 and 2025.

### Measurements for Wall Mural:

- Meeting Room 2: 16 m<sup>2</sup>/172 ft<sup>2</sup> (Mural: length 4.30m, height 1.40m)
- Meeting Room 3: 11 m<sup>2</sup>/119 ft<sup>2</sup> (Mural: length 2.90m, height 1.40m)



Pricing Over Two Years	
Meeting Room 2 (12 months)	RM25,000
Meeting Room 3 (12 months)	RM17,000

# Testimonials

**Benedict Kothe**  
Managing Director  
Jungheinrich Lift Truck  
(Singapore/Malaysia)



Entering the Malaysian market and having a strong growth strategy in a competitive environment requires us to constantly work on our brand awareness and image. Working with MGCC enables us to utilize different channels of increasing our awareness.

**Chow Wing Kah**  
General Manager  
Zofar M&E Engineering



We have been providing services in the fields of mechanical and electrical engineering for over two decades. Our ability to deliver efficient and impeccable services that meet the needs of various projects is well-established. With the assistance of MGCC, we can effectively connect with the targeted audience, further strengthening our ties with the industry and community.

# Advertisers In 2023

Allianz 

B | BRAUN  
SHARING EXPERTISE

 BayWa r.e.

BECKHOFF

bm BEHN MEYER  
Since 1840



 CONSTANTIN

 Crowe

GMT®

infineon

 informa markets

INTERMOVERS  
malaysia

 InvestPerak

JUNGHEINRICH

KVALITO

 Linde

 Lufthansa

Luther.

 MAN

 Rieckermann  
Machinery & Industrial Solutions

DB SCHENKER

SW1

Transcargo  
Worldwide  
Your Passionate Logistics Partner

ZOFAR  
M & E ENGINEERING

# Contact Us

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 +6 03 9235 1800

 info@malaysia.ahk.de

 www.malaysia.ahk.de



# Contact Person


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Manager, Membership Relations

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Supported by:



on the basis of a decision  
by the German Bundestag



# PartnerInMalaysia

The Malaysian-German Chamber of Commerce and Industry (MGCC), or AHK Malaysia as it is known in Germany, is the official representative of German industry and trade in Malaysia. Established in the year 1991, MGCC has since been a strong and reliable partner for its members and clients with a widespread, result-oriented range of services and a successful track record.

**[www.malaysia.ahk.de](http://www.malaysia.ahk.de)**

