



Sponsorship Opportunities 2023

Promote your brand through our events!



Events Sponsorship Package

Welcome to AHK Malaysia's Events 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 events and sponsorship opportunities to boost your brand's visibility among C-suites, decision-makers and high-profile figures.



Events 2023

- **Sundowner**
- **The Tuesday Club**
- **3rd German-Malaysian Business Forum**
- **Annual Industry Outlook**
- **Oktoberfest**
- **Jingle & Mingle**



Malaysian-German Chamber
of Commerce and Industry
Deutsch-Malaysische
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Sundowner

Is there a better way to enhance your business network than a mixer with a great sunset view to end the day with?

When: Bimonthly

Time: 6.00 pm – 8.30 pm

Venue: Rooftop Bars/Restaurants

Expected guests: Gathers minimum 70 pax industry leaders from various business sectors.

Our signature Sundowner has earned the reputation of a networking mixer unlike any other that brings together members and friends of the Chamber in a stylish setting where business relationships can be built and strengthened over your favourite tipple and scrumptious hors d'oeuvres. In the past, we have hosted our Sundowner events in Penang and will continue to bring our Sundowners to Malaysia's second-largest city. We believe the more the merrier and are open to ideas to collaborate and host a joint Sundowner with your esteemed organisation.

The packages

Per Sundowner	RM 8,000
Company booth at the event (including 2 staff)	✓
1x Advertising post from MGCC social media	✓
Sponsor's name mentioned in the opening speech	✓
3x complimentary entrance	✓
Company logo on MGCC event website, invitations and social media - linked to company URL at least 4 weeks prior to the event	✓

The Tuesday Club



When: Every second Tuesday of the month

Time: 10.00 am – 11.30 am

Venue: MGCC Office, Menara Hap Seng 2

Expected guests: 10 - 40 pax from management level

The Tuesday Club is a series of monthly events for members to discuss global business trends and listen to subject matter experts on their insights as they highlight important business outlook, unpack political and economic policies and other essential topics relevant to the business community.

The packages

Per Session	RM 1,200
Company video on loop before and after event	✓
Sponsor's name mentioned in the opening and closing speech	✓
Company logo displayed at the registration counter, event space and networking lounge	✓
Company logo on MGCC event website, invitations and social media - linked to company URL at least 4 weeks prior to the event	✓

**Price can be negotiated if the sponsorship is taken for the entire year.*

3rd German-Malaysian Business Forum

Theme: ESG in Supply Chain Management

When: Wednesday, 12 April 2023

Time: 9.30 am – 12.00 pm

Venue: Parkroyal Collections Kuala Lumpur

Expected guests: 100 pax



About the Event

The German-Malaysian Business Forum is the Chamber's flagship event that was first organised in 2021 to spotlight a pressing topic that affects all businesses in Malaysia and abroad. Our two-hour forum is comprised of a keynote speech, keynote presentation, experts' sharing and a robust panel discussion from distinguished speakers across industries to provide attendees with a holistic view of a chosen topic.

The Chamber's inaugural business forum shone a spotlight on existing and upcoming free trade agreements as well as comparing Malaysia's competitiveness with its neighbours in the region. This year, we will be spotlighting the all-important topic of Environmental, Social and Governance with a focus on supply chain management which continues to challenge industries across the globe following disruptions brought on by the Covid-19 pandemic and the Russia-Ukraine conflict.

The packages

	RM 6,500 (White)	RM 10,000 (Blue)	RM 16,000 (Green)
Company logo on MGCC event website linked to company URL	✓	✓	✓
Company Logo in extra frame on registration table	✗	✓	✓
1x Advertising post from MGCC social media	✗	✓	✓
Logo on LED Screen during event	✓	✓	✓
Company write-up/ feature for MGCC Website & social media	✗	✓	✓
Company Logo in extra frame on registration table	✗	✓	✓
1x Advertising post from MGCC social media	✗	✓	✓

	RM 6,500 (White)	RM 10,000 (Blue)	RM 16,000 (Green)
Video on loop on LED Screen before and after event	✘	✓	✓
2x complimentary tickets	✘	✓	✓
Company logo on speaker podium and panel	✘	✘	✓
Company booth at the event	✘	✘	✓
Exclusive Article with Interview for MGCC website.	✘	✘	✓
Company logo on name badge	✘	✘	✓
3x more complimentary tickets	✘	✘	✓
(Optional for Green) Speaking opportunity at GMBF	✘	✘	+RM4,000
(Optional) To take part in the B2B market at the entrance area	+RM1,000	+RM1,000	+RM1,000

Annual Industry Outlook

Targeted sector: Electric & Electronic

Date: Wednesday, 6 September 2023

Time: 10.00 am – 12.00 pm

Expected guests: 100 pax



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About the Event

Every year, the Chamber zooms in on one crucial business topic that industry players can relate to. Our Annual Industry Outlook is best exemplified by a robust discussion among key industry executives who will debate and forecast key trends facing the Malaysian industry sector. The event also provides insight into forecasted changing tides, the solutions available and the capabilities present for the country to remain a relevant investment destination

Our previous Annual Industry Outlook themes:

- 2018: Logistics and connectivity – What’s in store for 2018?
- 2019: A glimpse at Automotive industry in Malaysia
- 2020: Aviation: A take-off to Southeast Asia
- 2021: Oil & Gas: A passage to 2030
- 2022: The future of Hydrogen growth in Malaysia
- 2023: E&E: The heartbeat of the Malaysian export economy

The packages

	RM 6,500 (Bronze)	RM 10,000 (Silver)	RM 16,000 (Gold)
Company logo on MGCC event website, invitations and social media - linked to company URL at least 4 weeks prior to the event	✓	✓	✓
Logo on LED/LCD screen 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 before and after event	✗	✓	✓



	RM 6,500 (Bronze)	RM 10,000 (Silver)	RM 16,000 (Gold)
2x complimentary tickets	✗	✓	✓
Company logo on podium	✗	✗	✓
Company booth at the event	✗	✗	✓
Exclusive Article with Interview for MGCC website.	✗	✗	✓
Company logo on name badge	✗	✗	✓
3x more complimentary tickets	✗	✗	✓



Oktoberfest



Watch Oktoberfest 2022 [here](#).

MGCC Oktoberfest is a signature event of the German community in Malaysia. The event combines the opportunity for companies to invite their business partners, suppliers or staff, as well as for anyone with an affinity to German food, drinks and music to enjoy an evening out with friends.

When: Mid October 2023

Time: 7.00 pm – 11.00 pm

Expected guests: 500 pax



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The packages

	RM 7,500 (Bronze)	RM 12,000 (Silver)	RM 18,000 (Gold)
Company logo on MGCC event website, invitations and social media - linked to company URL at least 4 weeks prior to the event	✓	✓	✓
Mention company name in post-event write up on website and social media post	✓	✓	✓
Company logo on photobooth and entrance	✓	✓	✓
20% discount per table of 10 Pax	✓	✓	✓
1x complimentary table of 10 Pax	✗	✓	✓



	RM 7,500 (Bronze)	RM 12,000 (Silver)	RM 18,000 (Gold)
Company booth at the event with product display	x	x	✓
1x Representative on stage first beer tapping (Anstich)	x	x	✓
Video on loop during guests' arrival	x	x	✓
Logo on wristbands and beer vouchers along MGCC's logo	x	x	✓



Jingle & Mingle

Our Jingle & Mingle Christmas party is our way of bidding farewell to the year that was as things slow down. Held in early December, our annual year-end party is a fun way to catch up with familiar and new faces to kick start the holiday season. Guests can expect exciting raffle draws, good food and drinks, and a fun social evening to remember.

Watch Jingle & Mingle 2022 [here](#).

Collaborations and partnership opportunities are available.

When: Friday, 1 December 2023

Time: 7.00 pm – 10.00 pm

Expected guests: 100 pax

The packages

Limited to two Sponsors only!!!	RM 12,000
Company logo on MGCC event website, invitations and social media - linked to company URL at least 4 weeks prior to the event	✓
Sponsor's name mentioned in the opening and closing speech	✓
Company booth at the event with product display	✓
3x complimentary entrance	✓
Company logo on photobooth	✓

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**.

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