



Sponsorship Opportunities 2024

Promote your brand through our events!



 **PartnerInMalaysia**

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.



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



Our Main Events 2024

- **New Year's Reception**
- **Sundowner**
- **The Tuesday Club**
- **German-Malaysian Business Forum (GMBF)**
- **Annual Industry Outlook**
- **Oktoberfest**
- **Jingle & Mingle**



New Year's Reception 2024

Start 2024 on the right foot and join us for one of our most cherished events of the year to usher in new beginnings!

When: 18 January 2024

Time: 6.00 pm – 8.30 pm

Venue: The RuMa Hotel and Residence

Expected guests: Gathers minimum 100 guests of government officials and industry leaders from various business sectors.



The Package

New Year's Reception	RM12,000
Company booth/ table at the event (including 2 staff)	✓
Logo in frame on registration table	✓
Sponsor's name mentioned in the opening speech	✓
3x additional complimentary entrance tickets	✓
Company logo on MGCC event website, invitations and social media – linked to company URL at least 3 weeks prior to the event	✓

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 tipples 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 Package

Per Sundowner	RM10,000
Company booth/ table at the event (including 2 staff)	✓
Logo in frame on registration table	✓
Sponsor's name mentioned in the opening speech	✓
3x additional complimentary entrance tickets	✓
Company logo on MGCC event website, invitations and social media – linked to company URL at least 3 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 Package**

Per Session	RM1,200
Short company video at the beginning of the 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 3 weeks prior to the event	✓

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

***Exclusively one sponsor per Tuesday Club.*

German-Malaysian Business Forum (GMBF)

Theme: AI in Manufacturing

When: 7 May 2024

Time: 10.00 am

Venue: Kuala Lumpur

Expected guests: 100 pax



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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 – Artificial Intelligence in Manufacturing. Join us for an illuminating session that looks at how organisations are harnessing the power of AI in the area of manufacturing to optimise operations and improve production. We take a look at how AI is transforming the sector and how this branch of computer science can strengthen supply chains in a time of market volatility and labour shortage.

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	✗	✓	✓



	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

Annual Industry Outlook

Targeted sector: Healthcare

Date: September 2024

Time: 10.00 am – 12.00 pm

Expected guests: 100 pax



About the Event

Our Annual Industry Outlook is one of our special events that goes big on one single industry topic. Here, a panel consisting of subject matter experts who represent the various stakeholders of an industry come together to provide their valuable insights and perspectives in a robust discussion. This year, we look at the opportunities and challenges of the Malaysian healthcare sector amid rapid technological advancements and social changes. Join our experts as they debate key trends and issues in a sector that has been touted as a rising giant in ASEAN thanks to its world-class facilities, two-tier healthcare system and ambitions of becoming a medical tourism hub.

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
- 2024: Healthcare Industry

The Packages

	RM6,500 (Bronze)	RM11,000 (Silver)	RM16,000 (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 main stage backdrop during event	✓	✓	✓
Sponsor's name mentioned in the opening and closing speech	✓	✓	✓
1x company advertisement post on MGCC LinkedIn with almost 9,000 followers	✗	✓	✓
Company Logo in extra frame on registration table	✗	✓	✓
1x company banner at MGCC Newslink or Eventlink with almost 3,000 subscribers	✗	✓	✓



	RM6,500 (Bronze)	RM11,000 (Silver)	RM16,000 (Gold)
Video on loop on TV/screen before and after event	✗	✓	✓
2x complimentary entrance tickets	✗	✓	✓
Company logo on podium	✗	✗	✓
Company booth at the event (including 2 Staff)	✗	✗	✓
1x dedicated Newsletter on company's update to MGCC's network with almost 3,000 subscribers	✗	✗	✓
3x more complimentary entrance tickets	✗	✗	✓
Speaking opportunity at the event	✗	+RM4,000	+RM4,000



Oktoberfest



Watch Oktoberfest 2023 [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: 19 October 2024

Time: 7.00 pm – 11.00 pm

Expected guests: 1,000 pax



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The Packages

	RM11,400	RM13,900 (Silver)	RM21,000 (Gold)
Company logo on invitations – 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	✓	✓	✓
Option to buy 1 table of 10 pax for 20% discount	✓	✓	✓
Web Banner on MGCC Website in 2025	✓	✓	✓
1x complimentary table of 10 pax	✗	✓	✓



	RM11,400 (Bronze)	RM13,900 (Silver)	RM21,000 (Gold)
Company booth/ table at the event with product display	x	x	✓
1x representative on stage first beer tapping (Anstich)	x	x	✓
Logo on beer vouchers along MGCC's logo	x	x	✓
Logo on wristbands 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.

Collaborations and partnership opportunities are available.

When: 6 December 2024

Time: 7.00 pm – 10.00 pm

Expected guests: 100 pax



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The Package

Limited to two sponsors only!!!	RM15,000
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 speech	✓
Company logo in extra frame on registration table	✓
Company booth at the event with product display (including 2 staff)	✓
One of the Lucky Draw Presenters	✓
3x additional complimentary entrance tickets	✓

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.