

DISCOVER GERMANY

CHENGDU

2019.10.18-10.20

Event introduction

Date
Oct.18 – Oct.20, 2019

Place
Chunxi Road, Chengdu

In order to promote German enterprises and brands in southwest China, the German Chamber of Commerce launched the first “Discover Germany” in 2017. Within two years, together with the help of Consulate General of Germany Chengdu and other cultural institutions, „Discover Germany” became a window to showcase the German culture and consumer goods.

Schedule

October 18th

19:30-20:00

Opening Ceremony

20:00-21:30

Guests visit

October 19th

10:00-21:30

Open visit

13:30-17:30

Interactive activities

October 20th

10:00-21:30

Open visit

13:30-17:30

Interactive activities

German Breathing House



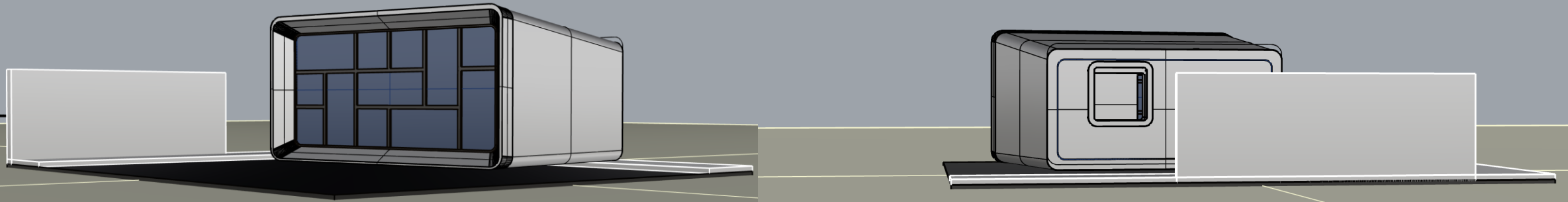
GERMAN CHAMBER
of Commerce in China • South & Southwest
中国德国商会 • 华南及大西南地区



The 3rd Discover Germany will be combined with the famous German architectural design firm Prespace to create a "breathing house" -- a German style future model room. Choco H. Zhang & Alexander G. Glaser, the founders of Prespace, are the key characters of modern German design. Its green sustainability and the concept of blending with nature represent the trend of German architectural design, and many of their present the German ingenuity.

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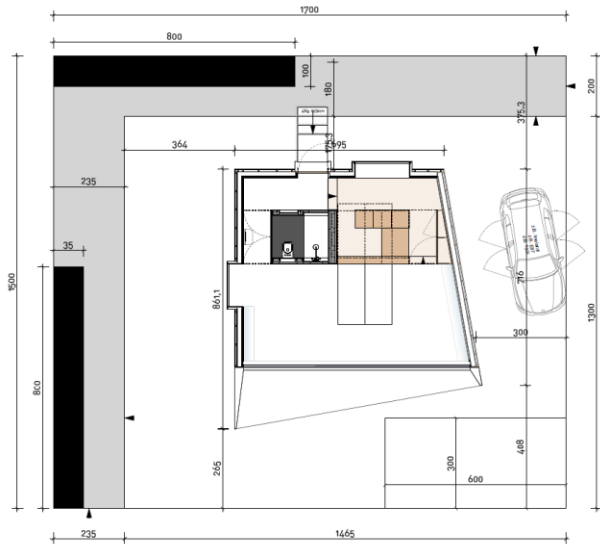
Experiential Scenario



German Breathing House & experiential scenario

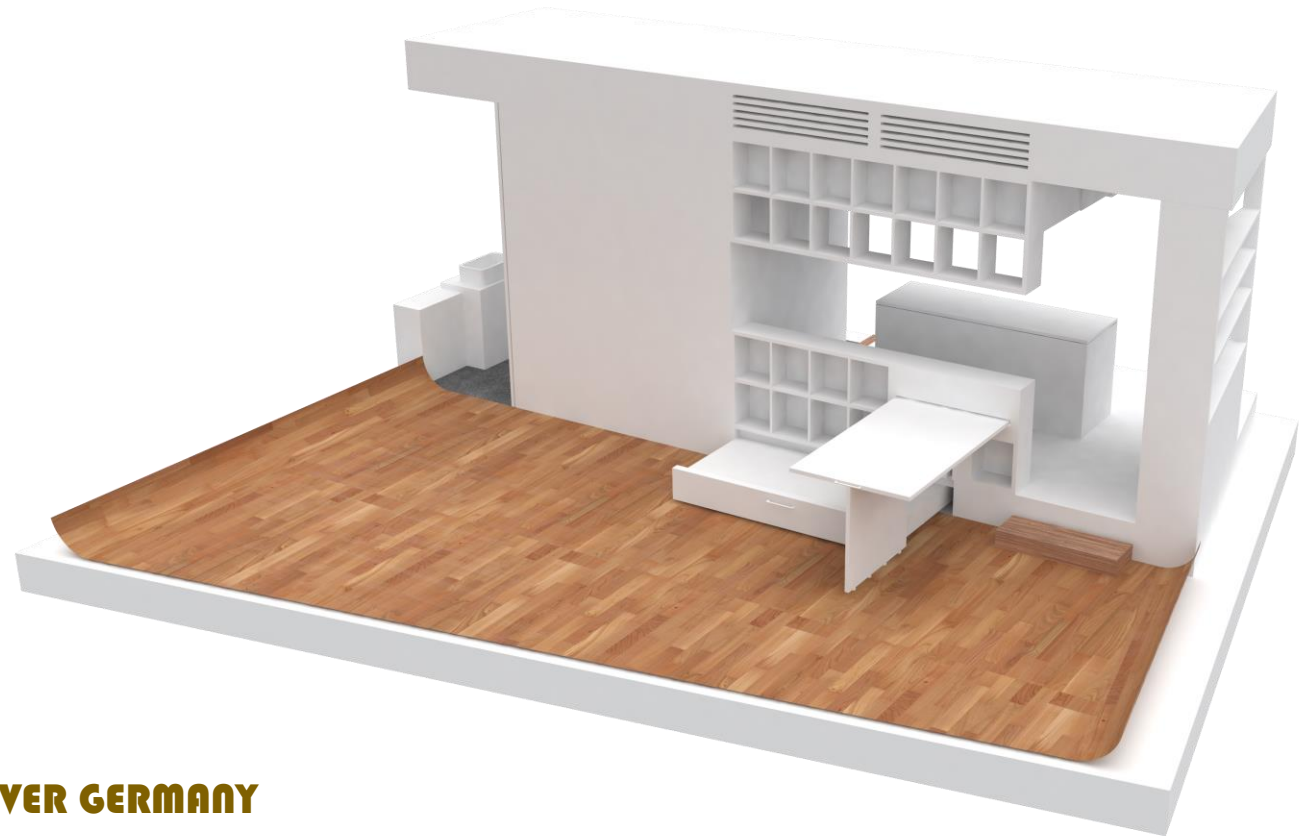
- With the 100th anniversary of Bauhaus, the 3rd Discover Germany will be presented as Breathing House in Bauhaus style.
- All German brands and products will be embedded in the Breathing House according to the scene of German lifestyle, to increase the experiential effect.
- The strong combination of the advanced concept of the Breathing House and German brands will become a hot topic.

German sample room



The interior of the German breathing house will be divided into a porch, open kitchen, living room, function corner, bathroom and bathroom.

We can integrate your brand into the life scene better, so that viewers can experience and experience your products more intuitively.



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Brand benefits

Multiple visitors

- Chunxi Road, prime location
- West Expo as warm-up
- Continuous warm-up event activities

Multiple media channels

- Media resources of GCC
- Joint promotion
- Hot topic on social media

Multiple display

- Embedded scenario experience
- Brand interactive activities
- Online digital display

Sponsorship packages

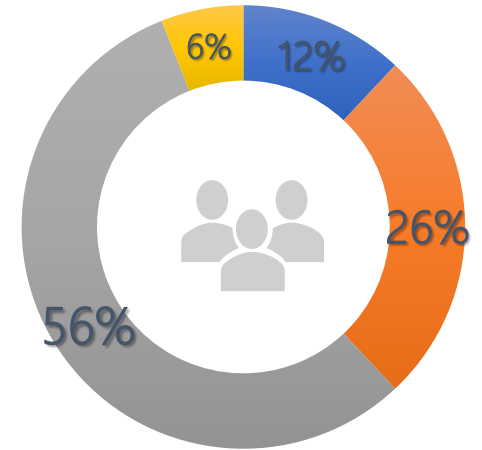
	Diamond sponsor	Platinum sponsor	Gold sponsor	Silver sponsor
Scenario experiential showcase	√	√	√	√
Brand label in house	√	√		
Speech at the opening ceremony	√			
Tickets to opening ceremony	10	5	2	
Warm-up events	√	√	√	
Special brand interactive activities	√	√		
Brand image display and size	√ Large	√ Medium	√ Medium	√ Small
Play video loop and frequency	√ High	√ Medium	√ Medium	
Logo display	√	√	√	√
Logo size	Large	Medium	Medium	Small
Event flyer pages	2p	1P	1P	0.5p
Event report	√	√		
Price incl. tax	55,000 RMB	33,000 RMB	22,000 RMB	11,000 RMB

Requirements: German consumer brand that meets the characteristics of German breathing house.

Event review

Over 3,000 visitors participated

The audience is mainly from 25 to 50 years old, and the consumption rate is 70%, the second biggest group is 18 to 24 year old student.



■ <18 ■ 18-24 ■ 25-50 ■ >50

Cooperation with nearly 50 brands



DISCOVER GERMANY

Event review

成都“德国周”来了 攻略在此

2017-09-14 21:26:02 今日头条 参与评论(0)人



由德国驻成都总领事馆主办的2017成都“德国周”将从今天起至9月28日举行。活动将通过柏林成都摄影作品展、川德足球友谊赛、德国优秀电影展映等多种方式，展示不一样的德国形象和川德友好交流合作，一起先来看看有哪些面向公众开放的活动吧。

今日头条 首页 / 其它 / 正文



- 转发
- 微博
- Qzone
- 微信

“足不出蓉，走进德国”——2018走进德国嘉年华惊艳成都

财商新观察 2018-12-04 20:58:41

一个正在崛起的国家。德国的国家。但国代表着精准技术和发明。德国是一座山到北海和波罗的海的美妙自然景观。大城市充满力量和创业精神——与自然是举办“走进德国”嘉年华最理想的



第二届“走进德国”嘉年华在成都举行

来源：家在成都 2018-12-04



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视频：成都“德国周”开幕

【邀请函】“2018Discover Germany”嘉年华携圣诞大奖等您来玩！！

欧盟项目创新中心 6天前

快知道

- 成都筹备第十八届世界警察和消防员运动会
- “天府之歌”全球征集活动在蓉启动
- 第十三届孔子学院大会成都落幕
- 成都高新区2018年前10月电子信息制造...
- 成都140个重大项目集中开工
- 第二届“走进德国”嘉年华在成都举行

专题



Stories of Newly Inscrbed



“走进德国”嘉年华登陆成都

Authors : Go Chengdu

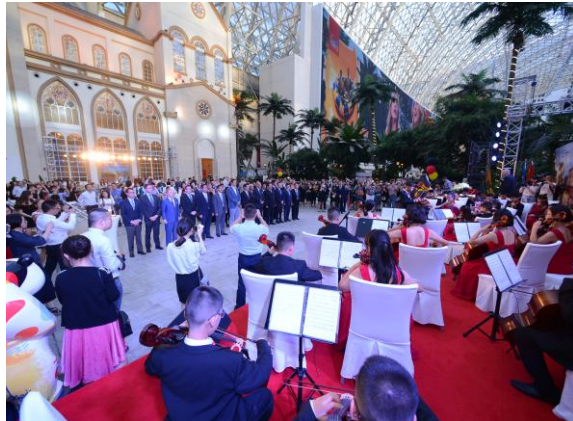
2018-12-03

你脑海中的德国是什么样子的？是巴赫、贝多芬和勃拉姆斯的古典音乐，是香肠、啤酒.....“走进德国”嘉年华会让你对这个国家有更全面的认识和理解。

从家装到电器，从汽车到保健，从旅游到投资，11月30日到12月2日，“走进德国”从多角度向成都人展示德国的企业 and 文化。



Event review



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Contact person

Mr. Xiaofei Wen

Tel.: 028-85336840

Email: wen.jfay@gz.china.ahk.de

Website: www.china.ahk.de

**DISCOVER
GERMANY**

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Chengdu