



# Xceleration Days 2021

- Future Proof by Innovation

1-3 December 2021, Shenzhen



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XCELERATION DAYS 2021

# **FUTURE PROOF BY INNOVATION**

A three-day business conference building the future of Sino-German business through transformative technology & sustainable strategies.

# XCELERATION DAYS 2021



The largest Sino-German event in China this year - nationwide and offline

The Xceleration Days is the biggest, nationwide Sino-German event for German and Chinese companies, business leaders, executives, and political representatives to discuss and promote economic relations as well as explore new business opportunities between Germany and China.

The objective is to provide a platform to deepen the dialogue on current economic and industrial development in China and Germany focusing on innovative technologies & sustainable strategies.

The Xceleration days 2021 will be the only offline, nationwide major event in China that brings together both top German managers and high-ranking representatives of Chinese companies and organizations.

## Information on the 2<sup>nd</sup> XCELERATION DAYS

Frequency: Every 2 years in China

Goal: Accelerate and promote economic cooperation between Germany and China

Organizers: German Chamber of Commerce China

Attendance: Estimated 1000 representatives from German and Chinese companies and organizations





# Impressions – Xceleration Days 2019 in Shenzhen



**800 +  
participants**



**50k+ clicks  
on social  
media**

**45 partners  
& sponsors**



**200  
matchmaking  
contacts**



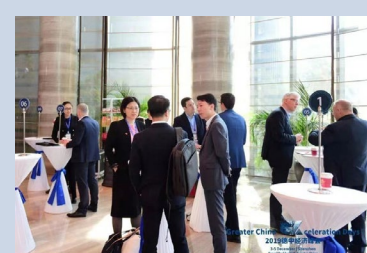
**56 inspiring  
speeches**



**28 projects**



**12  
exhibition  
booths**



**3 days**



# Impressions – Xceleration Days 2019 in Shenzhen

## Speakers



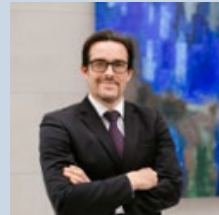
Dr. Stephan Wöllenstein,  
Chairman of the German  
Chamber of  
Commerce and CEO of  
Volkswagen Group China



Dr. Clemens von Goetze,  
German Ambassador to  
China



Dr. Till Backhaus,  
Minister of Agriculture and  
Environment of the State  
Mecklenburg - Vorpommern



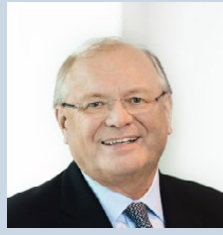
Dr. Volker Treier,  
Member of the Board of  
Directors and Association of  
German Chambers of  
Commerce and Industry



Dr. Jianhua HU,  
President of China  
Merchants Group



Mr. Lixin WANG,  
Vice Mayor of  
Shenzhen



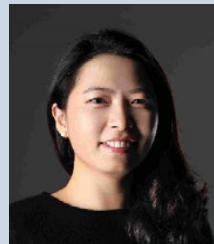
Werner Steinmüller,  
Vice Chairman of APA;  
Member of the Management  
Board, Deutsche Bank AG



Dr. Holger Bingmann,  
Member of the Board, DIHK  
International



Clas Neumann,  
Senior Vice President & Head  
of Global SAP Labs Network  
and Fast Growth Market, SAP



Christina Zhang,  
Senior Director, Corporate  
Strategy & Communication,  
DJI



Pu Qin,  
Former Partner and Senior  
VP, iCarbonX



David Wang,  
Chief Representative,  
Berlin Office, Huawei  
Technologies Deutschland GmbH

## Sponsors & Partners



在中国



WIRTSCHAFTSFÖRDERUNG  
SACHSEN



Deutsche Messe



OWC  
Außenwirtschaft



TaylorWessing

IDG  
INCUBATOR

InvestHK



CHINA FORUM BAYERN  
巴伐利亚中德经济文化协会



广东省商务厅  
Department of Commerce of Guangdong Province

kuntin  
坤鼎集团



Rödl & Partner



# KEY FACTS



**EVENT:** Xceleration Days 2021



**DATE:** 1-3 December 2021



**VENUE:** Shenzhen



**FORMAT:** 3-days conference with project sessions, panels, keynotes, pitch sessions, networking opportunities & social gatherings



**PARTICIPANTS:** ~1000 guests from the Sino-German political & business sector



**LANGUAGE:** Chinese-English simultaneous interpretation



# AGENDA OVERVIEW

**1<sup>st</sup> DEC**

**Greater China Day**

**AHK Innovation Night  
Finals**

**2<sup>nd</sup> DEC**

**Keynotes & Panel**

**Project Sessions**

**Workshops**

**Match-Making**

**Networking**

**3<sup>rd</sup> DEC**

**Field Trips**



# GREATER CHINA DAY

As part of the network of German Chambers of Commerce Abroad, our mission is to facilitate Sino-German partnerships and drive business. With the Greater China Xceleration Days, we create a platform that does just that – enabling participants to engage with each other directly, talk about concrete projects and discover potential synergies and opportunities for growth.

The conference will be kicked off with the Greater China Day – an event held in cooperation with the IHK in Dresden, Germany, featuring a high-level keynote and a panel with representatives of the Sino-German political and business arena. The event will be live streamed.



*\*Please note that the agenda is subject to change.*

# INNOVATION NIGHT FINALS



Straight after the Greater China Days, we will continue with the AHK Innovation Night Finals in Shenzhen, an event at which representatives of German and Chinese companies will have the opportunity to present their own start-up programs such as Accelerators, Innovations Hubs and more.



In preparation to the Innovation Night Finals, the AHK is hosting a series of regional events. Start-ups will get the exclusive opportunity to pitch their innovative projects and ideas in front of an audience of German corporates. The ones who get chosen will be invited to pitch their challenge at the AHK Innovation Night Finals in Shenzhen.

*\*Please note that the agenda is subject to change.*



# KEYNOTES AND PANEL



The keynotes, delivered by influential voices in the business world, will set the tone for two days of professional engagement, intellectual discussion and networking.

In our high-profile panels, renowned business and political leaders will share and discuss their views.



nge.



# PROJECT SESSIONS



During the second day of the Xceleration Days, our Sponsors will have the opportunity to hold a project sessions.

This is the time for the sponsors to share their views and to introduce their innovative projects for future collaborations.



# **SPONSORSHIP OPTIONS**



# Your benefits



- 1 Showcase your expertise**  
Your company representative as panel speaker
- 2 Find your potential customers**  
Get in contact with Chinese and German business leaders through our matchmaking platform
- 3 Boost your business**  
Organization of a project session during the conference
- 4 Market your corporate know-how online**  
Your company logo and profile on the 'Xceleration Days' website and in our conference brochure
- 5 Gain maximum visibility**  
Your company logo appear on all promotional materials at the conference
- 6 Present your company**  
Your company booth within the networking area
- 7 Stay connected**  
Invite your business partners

Join us as a  
**SPONSOR!**

# MAIN SPONSORSHIP

## PLATINUM

Standard Price:

**RMB 399,999** (incl. Tax)

Member Price:

**RMB 359,999** (incl. Tax)

Early Bird Rate 10% Discount

## GOLD

Standard Price:

**RMB 149,999** (incl. Tax)

Member Price:

**RMB 134,999** (incl. Tax)

Early Bird Rate 10% Discount

## SILVER

Standard Price:

**RMB 59,999** (incl. Tax)

Member Price:

**RMB 53,999** (incl. Tax)

Early Bird Rate 10% Discount

\*Early Bird Rate is offered until 31<sup>st</sup> July 2021 and only applicable if a signed agreement has been received by that date.

\*All sponsorship are available on a first-come, first-served basis

# Benefits Sponsorship / Overview



		PLATINUM	GOLD	SILVER
VIP-Placement		2		
Organization of a project session during the conference		90min	30min	
Tickets	Complimentary conference tickets	20	10	5
	Company booth on the second day (whole day)	LARGE	SMALL	
Your Exposure	Company brochure that can be laid out in the registration area	√	√	√
	Company brochure in the information kit	√	√	√
	Company profile in the event website	LARGE	MEDIUM	SMALL
	Company profile in the event brochure	1 pages	½ page	½ page
	Display of company video (<2min) at the registration area	√	√	√
	Article on the German Chamber official WeChat Account ( 25k+ followers)	1	1	
Your Logos	.. on conference venue (backdrop on stage and photo wall)	√	√	√
	... on mailings and digital media (WeChat, LinkedIn, website)	√	√	√
	... on the printed conference materials	√	√	√
	... on post-conference report and video	√	√	√
	Size of logo	LARGE	MEDIUM	SMALL



\* Please note that the final benefits is subject to change.

\* Content of Company profile is subject to prior approval by the AHK (including visual or audiovisual materials)



# KEY BENEFITS PLATINUM

- **Hold your own independent workshop or project session**



- **Large Exhibition booth**  
around 20 sqm of gross space at Convention Foyer (First Come, First Served)
- **Hold an independent workshop**  
PLATINUM can hold an independent project workshop of one and a half hour.
- **20 tickets**  
Which can be used by sponsors for inviting companies to participate in the conference for free.

# KEY BENEFITS GOLD

## Exhibit your company and product and speak out in a joint project session

**EXHIBIT AND SPEAK OUT!**

- **Small Exhibition booth**  
around 8 sqm of gross space at the Convention Foyer (First Come, First Served)
- **Hold a joint project session or workshop**  
Share your thoughts and get recognized in a joint project session or workshop.
- **10 tickets**  
Which can be used by sponsors for inviting companies to participate in the conference for free.



*\*Standard booth includes: Backdrop 3m\*2.5m (doesn't include design), Spotlight, Roll up banner(doesn't include design), Magazine rack*

# KEY BENEFITS **SILVER**

- **Raise your exposure and get recognized**

**BE VISIBLE!**



- **Profile in event brochure**  
Company introduction on printed event brochure, which will be handed out to over thousand participants at the event venue.
- **Logo on all marketing materials**  
Logo visibility on promotion materials. Benefit from up to six months of promotion period.
- **5 tickets**  
5 tickets for free.

*\*Logo visibility on conference backdrop, stage backdrop, event website, event brochure, WeChat account, etc.*



# SPONSORSHIP SPECIALS

## Host for Event

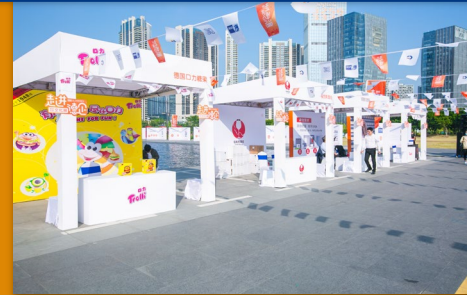


## Coach or Shuttle Bus Service/Vip Shuttle

*\*Sponsorship shall include drivers and miscellaneous expenses*



## Venue Design/Decoration/Booth Construction, etc.



## Catering (Beer, Wine, Coffee, etc.)



Further in-kind sponsorships can include providing technical equipment or support

We are open to all kinds of suggestions, ideas, and propositions concerning individualized sponsorship opportunities. Please do not hesitate to contact us.

## Official Media Partners



## Technical equipment (Simultaneous translation equipment, etc.)



## Other possibilities can be discussed







## AHK GREATER CHINA

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E-mail: [wassmuth.marcus@sh.china.ahk.de](mailto:wassmuth.marcus@sh.china.ahk.de)



**LET'S PARTNER UP!**