



**ANNUAL
PARTNERSHIP 2022**

ABOUT EUROCHAM

The European Chamber of Commerce is the largest and most influential Western business network in Cambodia.

Inaugurated in 2011, EuroCham fosters European business in Cambodia, facilitates market entry for European companies, and creates a support network among its members.

EuroCham's Advocacy program has been particularly successful, opening the way to numerous public-private events where various local and international networks meet and debate. EuroCham has today become Cambodia's premier provider of quality events for the private sector and its partners - and a beacon for the promotion of legal compliance, sustainability, and socially responsive practices.

5,000+
Events
participants

13,500+
Corporate
database

300+
Members

50+
Events



ANNUAL PARTNERSHIP

Brings your brand visibility all year-round.



Brand your company alongside Cambodia's premier Western business association



Position your brand as a leader among executives, government officials and the public



Speak directly to your target market

HOW IT WORKS

The Annual Partnership Program is for businesses that want to expose their brand to EuroCham's network throughout the year.

It allows your brand to stand at the forefront amongst Cambodia's business and government leaders through our events and extensive digital media presence.

WHY ANNUAL PARTNERS ARE SO IMPORTANT

Your support allows us to continue working towards a more productive business environment in Cambodia - adding weight, legitimacy and influence when engaging with the government.

2022: A YEAR OF ENHANCED ACTIVITIES

2022 sees the world emerge from Covid-19, it is also the year Cambodia will host the ASEAN summit - EuroCham hopes to be especially active during this period!

THE AUDIENCE

- **Business Executives**
- **Multinationals**
- **SMEs**
- **Ministries**
- **NGOs**
- **Diplomats**
- **Professionals**
- **Both locals and foreigners**

Key players from these groups are represented at our 50+ annual events and receive constant updates from EuroCham through our digital channels.

We display our valued partners logos prominently on all communications materials.

22,200+
Facebook
followers

360,000+
Website hits
last 12 months

300+
Members

13,500+
Email
subscribers

5,000+
Annual event
attendees

14,000+
LinkedIn
followers



2022 PARTNERSHIP PACKAGES



EVENTS BENEFITS

The Annual Partnership includes the sponsorship of various EuroCham events, provides prominent recognition at our Annual General Meeting (AGM), and major partners are visible at all of our 50+ events' on-site and online.

MEDIA BENEFITS

Between our high-traffic website, a widely-distributed yearly digital directory, 13,500+ Weekly Newsletter subscribers, and an active LinkedIn audience of nearly 14,000+, our partners receive constant forms of media exposure.

CUSTOMIZED PACKAGES

Visibility Packages [Media], Events Packages [Forums, Breakfast Talks...], Publication Packages [Sector Guides, Surveys], Training Packages [Sponsor a Training] and Annual Packages can be customised upon request.

2022 PARTNERSHIP PACKAGES

	GOLD	SILVER	BRONZE
PARTNER VISIBILITY: EVENTS		[COMPLIMENTARY]	[COMPLIMENTARY]
Event sponsorship		Choice Between 2 BT's or 1 BT+ 1 Netw. or 3 Webinars	2 Breakfast Talks or 2 Webinars
AGM - verbal acknowledgement as partner	✓	✓	✓
AGM - logo on all on-site signage, event programs	✓ [LARGE]	✓ [MEDIUM]	✓ [SMALL]
AGM - one minute corporate video	✓		
AGM - optional display table	✓		
Logo on partnership roll-up I-stand at all events	✓ [LARGE]		
Logo on all online event registration page footers	✓ [LARGE]		
EXTRA VISIBILITY 2022			
AGM - Logo rotation on tv screen	✓ [LARGE]		
AGM - Promotional Ads on social media [1920x1080px]	1		
PARTNER VISIBILITY: MEDIA AND PUBLICATIONS			
Logo on Eurocham website partnership page	✓ [LARGE]	✓ [MEDIUM]	✓ [SMALL]
Logo on Eurocham e-mail signature	✓ [LARGE]	✓ [MEDIUM]	✓ [SMALL]
Share news articles on social media (when relevant)	✓	✓	✓
Rotating Ads in Digital Members Directory web page	✓		
Ads in Digital "Year in Review 2021" publication	FULL PAGE	HALF PAGE	
Ads and logo in Digital "2022 Business Opportunities in Cambodia" publication	✓ HALF PAGE	✓ LOGO	✓ LOGO
Logo on all EuroCham mass emails	✓ [LARGE]		
Logo on all EuroCham web pages	✓ [LARGE]		
Dedicated Page on website introducing partners and introducing via Social Media post	✓	✓	✓

	GOLD	SILVER	BRONZE
PARTNER VISIBILITY: MEDIA AND PUBLICATIONS			
Logo on <i>Invest in Cambodia</i> website	✓ [LARGE]		
Office front desk (brochure)	✓		
EXTRA VISIBILITY 2022			
1920x650px advertisement in e-Weekly newsletter	4		
Social media posts	4	2	1
Logo & interview on weekly newsletter	✓	✓	✓
Logo on EuroCham meetings / events virtual background (Zoom)	✓ [LARGE]		
Option to provide products or services voucher at EuroCham Events	4 EVENTS	2 EVENTS	1 EVENT
[OPTIONAL] Sponsored studies and publication package	[OPTIONAL]	[OPTIONAL]	[OPTIONAL]
[OPTIONAL] Sponsored Webinar Series	[OPTIONAL]	[OPTIONAL]	[OPTIONAL]
PERKS			
Additional complimentary AGM entries	2	2	
Complimentary entries to EuroCham 2022 events	4		
EXTRA VISIBILITY 2022			
Additional posts on EuroCham online discount page	2	1	1
PACKAGE FEE			
Member Price [VAT Included]	\$6,600	\$3,300	\$1,650
Non-Member Price [VAT Included]	\$7,300	\$3,700	\$1,800

*[OPTIONAL]: Are not included in the package fee, but price available upon request.

2022 PLATINUM TAILOR PACKAGES

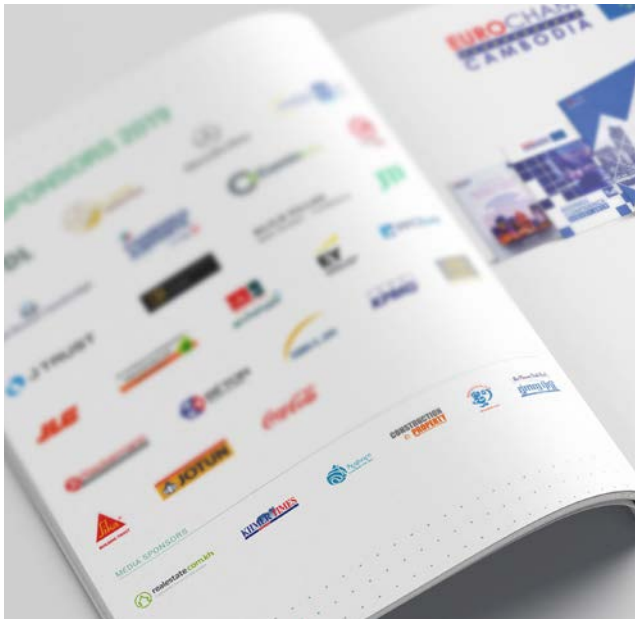
*Limited to 3 Sponsors

*Available for EuroCham members only

		PLATINUM (3 MAX)
PARTNER VISIBILITY: EVENTS		(COMPLIMENTARY)
Event sponsorship	[GOLD Sponsorship]	
	[OPTION 1] Choice of 4 events Breakfast Talks [or] Networking events	
	[OPTION 2] Choice of 1 Forum	
AGM - verbal acknowledgement as partner	✓	
AGM - logo on all on-site signage, event programs	✓ (EXTRA LARGE)	
AGM - one minute corporate video	✓	
AGM - optional display table	✓	
Logo on partnership roll-up I-stand at all events	✓ (EXTRA LARGE)	
Logo on all online event registration page footers	✓ (EXTRA LARGE)	
[OPTIONAL] AGM - sponsor goodybag distribution	✓	
EXTRA VISIBILITY 2022		
AGM - Logo rotation on tv screen	✓ (EXTRA LARGE)	
AGM - Promotional Ads on social media (1920x1080px)	1	
PARTNER VISIBILITY: MEDIA AND PUBLICATIONS		
Logo on Eurocham website partnership page	✓ (EXTRA LARGE)	
Logo on Eurocham e-mail signature	✓ (EXTRA LARGE)	
Share news articles on social media (when relevant)	✓	
Rotating Ads in Digital Members Directory web page	✓	
Ads in Digital "Year in Review 2021" publication	FULL PAGE	
Ads and logo in Digital "2022 Business Opportunities in Cambodia" publication	FULL PAGE	
Logo on all EuroCham mass emails	✓ (EXTRA LARGE)	
Logo on all EuroCham web pages	✓ (EXTRA LARGE)	
Dedicated page on website introducing partners and introduction via Social Media posts	✓	
PARTNER VISIBILITY: MEDIA AND PUBLICATIONS		
Logo on <i>Invest in Cambodia</i> website	✓ (EXTRA LARGE)	
Office front desk (brochure)	✓	
Social media posts	8	
1 corporate I-stand in EuroCham office	✓	
1 goodybag gadget to be distributed in EuroCham bag to visitors	✓	
[OPTIONAL] Product launch visibility package ***includes 2 social media posts and 4 EuroCham weekly newsletter slot		[OPTIONAL]
[OPTIONAL] 1-week Ad in rotation banner on EuroCham website main page		[OPTIONAL]
EXTRA VISIBILITY 2022		
Logo on EuroCham meetings / events virtual background (Zoom)	✓ (EXTRA LARGE)	
Logo & interview on weekly newsletter	✓ (EXTRA LARGE)	
1920x650px advertisement in e-Weekly newsletter	8	
Option to provide products or services voucher at EuroCham Events		6 EVENTS
[OPTIONAL] Sponsored studies and publication package		[OPTIONAL]
[OPTIONAL] Sponsored Webinars Series		[OPTIONAL]
PERKS		
Additional complimentary AGM entries		5
Complimentary entries to EuroCham 2022 events		8
Additional posts on EuroCham online discount page		4
Complimentary entries at all Breakfast Talks and Networking events organized by EuroCham in 2022		2 Each
Complimentary entries at a selection of trainings organised by EuroCham in 2022 ***Selection of trainings provided by EuroCham		3
PACKAGE FEE		
Available from (Price VAT Included) Price Varies Depending on the Optional Items Selected		\$16,500

OUR EVENTS ARE HIGHLY PUBLICISED, USUALLY WITH NATIONAL COVERAGE.

- Khmer Times
- Phnom Penh Post
- Lotus Radio
- THMEY THMEY
- PNN
- Radio one
- Bayon TV
- Blue Media
- TVK
- CTN
- Apsara
- WMC radio
- Construction & Property Magazine
- Cambodge Mag
- Cambodia Investment Review
- Southeast Asia Globe
- B2B Cambodia
- Sabay



WEBSITE & SOCIAL MEDIA

EUROCHAM WEBSITE

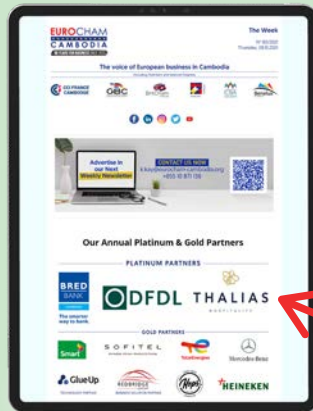
Our website is a major information hub for the (English speaking) business community in Cambodia. The most visited areas are the job board, events listing, and membership directory.

PLATINUM GOLD SILVER

Logo (links to your website) appears on Annual Partners page and on footer of every page

PAGE VIEWS

360,000+ / YEAR



EMAIL & NEWSLETTER

Each month we send out our newsletter and approximately 10 important notices to our 13,500+ subscribers, including CEOs, government leaders, embassies, entrepreneurs, other associations, and professionals.

PLATINUM GOLD SILVER BRONZE

Advertisement in [1] eNewsletter
Logo appears on EuroCham emails

SUBSCRIBERS	13,500+
SUBSCR. GROWTH	7.7%
EMAILS SENT	2.3 mil./ YEAR

SOCIAL MEDIA

Our social media platforms allow us to connect with business professionals all over the world. We actively use LinkedIn, Facebook, Instagram, Twitter and Telegram to engage our followers with topical posts and attract fresh audiences outside of our network.

FACEBOOK

PLATINUM GOLD SILVER BRONZE

[We can share your news articles]

FOLLOWERS	22,200+
REACH	54,500 monthly
AVG. ENGAGEMENT RATE	15.72%

LINKEDIN

PLATINUM GOLD SILVER BRONZE

[We can share your news articles]

FOLLOWERS	14,000+
AVG IMPRESSION	1,800
AVG. ENGAGEMENT RATE	25.53%

TWITTER

PLATINUM GOLD SILVER BRONZE

[We can share your news articles]

FOLLOWERS	3,000+
PROFILE VISITS	3,900
AVG. IMPRESSION	18%

INSTAGRAM

PLATINUM GOLD SILVER BRONZE

[We can share your news articles]

FOLLOWERS	700+
ACCOUNT REACH	8,200
ENGAGEMENT RATE	38.2%



A NEW WEBSITE TO PROMOTE CAMBODIA & WEBINARS



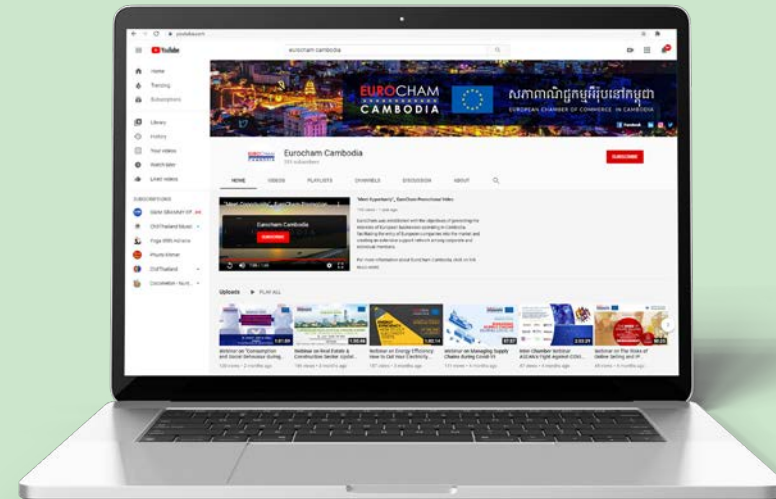
INVEST IN CAMBODIA WEBSITE

The website aims to reach out to European businesses and development institutions. It has been already promoted through the EuroCham network among ASEAN countries, hence a large majority of visitors are located outside Cambodia.

PLATINUM **GOLD** **SILVER**

Logo (links to your website) appears on Annual Partners page and on footer of every page

PAGE VIEWS 880+ / Monthly Visitors



WEBINARS ON OUR YOUTUBE CHANNEL

EuroCham has conducted 2 series of webinars. Outreach webinars promote Cambodia as a destination for foreign investment, with a target audience outside the country. Another webinar series discusses the consequences of COVID-19, aiming to disseminate relevant information to the European business community. Each webinar is recorded and posted on YouTube for the wider public.

PLATINUM **GOLD** **SILVER** **BRONZE**

Logo appears on EuroCham Webinars

SUBSCRIBERS 230+

TOTAL VIEW 9,668 view

NUMBER OF VIDEO 25 Videos

PUBLICATIONS

BUSINESS OPPORTUNITIES IN CAMBODIA 2021-22

To provide entrepreneurs, investors and business leaders a first introduction and insights into business opportunities in Cambodia.

PLATINUM	GOLD	SILVER	BRONZE
FULL PAGE	FULL PAGE	HALF PAGE	

Recognized as Annual Partner
Color advertisement [pictured]

DISTRIBUTION	1,000 copies
E-DISTRIBUTION	3,500 downloads
AUDIENCE	AUDIENCE



BUSINESS OPPORTUNITIES IN CAMBODIA 2021-22 (SPECIAL EDITION)

This special edition of “Business Opportunities in Cambodia” provides information of the 1st Asia-Europe Economic and Business Forum and insight into business opportunities in Cambodia.



BUSINESS CONFIDENCE SURVEY

To provide current and prospective investors with an inclusive and reliable overview of Cambodia's business climate, while also informing decision-makers about current perceptions of the business environment in the Kingdom.

PLATINUM	[Recognized as Events Sponsor]
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DISTRIBUTION	1,000 copies
E-DISTRIBUTION	800+ downloads
AUDIENCE	FULL SPECTRUM



WHITE BOOK

The White Book presents policy proposals intended to improve the business environment and regulatory framework in Cambodia. The proposals were developed after extensive consultations with EuroCham members participating in our 9 sectorial committees.

DISTRIBUTION	4,000 copies
E-DISTRIBUTION	1,400+ downloads
AUDIENCE	FULL SPECTRUM



Not available for partnership visibility

YEAR IN REVIEW 2020

A yearly publication highlighting the activities and accomplishments of EuroCham.

PLATINUM	GOLD	SILVER	BRONZE
FULL PAGE	FULL PAGE	HALF PAGE	1/4 PAGE

Recognized as Annual Partner
Color advertisement [pictured]

E-DISTRIBUTION	650+ downloads
AUDIENCE	FULL SPECTRUM



PARTNER VISIBILITY 2021 EVENTS



BREAKFAST TALKS

Management professionals attend these talks to network, and for knowledge on specific topics following a catered breakfast.

ATTENDANCE	50 -150
AUDIENCE	Management
DURATION	2 Hours
FREQUENCY	Once a Month
SPONSORSHIP	\$275 - \$550 (VAT INC.)



NETWORKING NIGHTS

Held at unique venues that attract large and diversified audiences, our landmark networking events are very well-known in the business community.

ATTENDANCE	100 - 300
AUDIENCE	Business Community
DURATION	2-3 Hours
FREQUENCY	Every 2-3 Months
SPONSORSHIP	\$440 - \$825 (VAT INC.)



LUNCHEONS

Members gather over luncheons with senior officials and changemakers, providing opportunities for direct public-private dialogue over a high-quality dining experience.

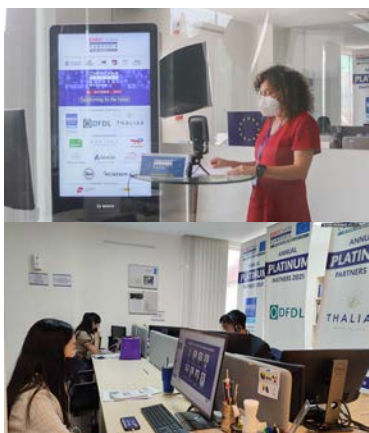
ATTENDANCE	200+
AUDIENCE	Government Officials, EuroCham Members
DURATION	3 Hours
FREQUENCY	Quarterly



WEBINARS

Fully online and hybrid webinars organized on various topics ranging from tax to new law discussion, green business, export, real estate and construction and many more.

ATTENDANCE	100+
AUDIENCE	Business & NGO Community
DURATION	2 Hours
FREQUENCY	Four a Month



ANNUAL GENERAL MEETING

Members gather over a luncheon to review the Chamber's activities, elect the Board of Directors, whilst providing inputs to the direction & vision of the Chamber vision.

ATTENDANCE	200+
AUDIENCE	EuroCham Members Mainly
DURATION	3 Hours
FREQUENCY	Annual



CSR 2021 AWARDS CEREMONY

A contest and ceremony by EuroCham to acknowledge and promote the social and environmental enagement of our members and the buiness community in Cambodia.

ATTENDANCE	100+
AUDIENCE	EuroCham Member/ Non-Member
DURATION	3 Hours
FREQUENCY	Every 2 Years

EVENTS IN THE PAST 12 MONTHS

Breakfast Talks
Webinars

Networking Events
Luncheons

Workshops
Special Events

EVENTS HIGHLIGHT PLAN FOR 2022

important notice

This timeline is not exhaustive, and subject to change depending on future circumstances

NETWORKING		BUSINESS		EUROPEAN		LUNCHEON		ANNUAL GENERAL MEETING		LUNCHEON	
Toast to 2022		FIELD TRIP		WEEK							
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EuroCham Family Day		FORUM Tall Building Forum				ASEAN SUMMIT Side Activities	WHITE BOOK LAUNCH		Leadership Launchpad		FORUM Green Biz
	FORUM Tax Forum Phnom Penh		LUNCHEON Ministry of Commerce								

CSR 2021 AWARDS AND CEREMONY



ANNUAL GENERAL MEETING

THURSDAY 14 . OCTOBER . 2021



A HUGE THANK YOU TO OUR 2021 SPONSORS

Engaging & supporting the business community in the time of Covid-19.

PLATINUM PARTNERS



The smarter way to bank.



THALIAS
HOSPITALITY

GOLD PARTNERS



S O F I T E L
PHNOM PENH PHOKEETHRA



Mercedes-Benz



TECHNOLOGY PARTNER



BUSINESS SOLUTION PARTNER



BRONZE PARTNERS



Records Management
Worldwide Movers
Relocation



KEEP YOUR BRAND IN FRONT OF CAMBODIA'S BUSINESS COMMUNITY IN 2022

EUROCHAM
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
CAMBODIA



WOULD YOU LIKE TO KNOW MORE ABOUT EUROCHAM PARTNERSHIPS?

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