

# **Involve** **your brand**

**European Union Chamber of Commerce**

**Digital Business Directory 2015**

**Media Kit**

## Digital Business Directory 2015

The European Chamber's Business Directory is the definitive reference guide to European Business in China. The 2015 Business Directory will bring together profiles of over 1,800 companies.

2015, European Chamber's Business Directory will be published only online open to all 1,800 members of the European Chamber, to business associations and organizations active in the fields of EU China trade, as well as to embassies and consulates.

The 2015 Business Directory offers more attractive advertising packages than ever before, more diverse advertising options, and more competitive pricing schemes.

### What's new in the Digital Business Directory 2015?

- i. Available from January 2015
- ii. All the information about European Chamber members is visible online, access the BD online from your mobile device as well.
- iii. Update company profile anytime online
- iv. Upgrade company profile allows company to upload contact pictures and marketing documents
- v. Highlight company profile to make it more visible in the company listing
- vi. Company can appear in more than one category

#### Contact Persons

Chapter	Main Contact	Telephone	E-mail
Beijing	Erica Wang	(010) 6462 2066 ext. 27	ewang@european-chamber.com.cn
Southwest	Jane Zhang	(028) 8527 6517	xzzhang@european-chamber.com.cn
Nanjing	Tiffany Zhu	(025) 8362 7330 ext. 81	nanjing@european-chamber.com.cn
Shanghai	Melanie Ullrich	(021) 6385 2023 ext. 113	mullrich@european-chamber.com.cn
Shenyang	Oliver Schlaebitz	(024) 6699 1090	shenyang@european-chamber.com.cn
Tianjin	Una Zhang	(022) 58307608	uzhang@european-chamber.com.cn
South China	Michal Loubel	(755) 8635 0920	mloubel@european-chamber.com.cn

# Overview of Products and Prices 2015

## **MEMBERS ONLY**

### Featured Companies

Product	Price**	Promotion*
Featured Company by industry	15,500 RMB	8,500 RMB
Appear in position 1 by keyword search	10,000 RMB	5,500 RMB
Featured Company by chapter	10,000 RMB	5,500 RMB

### Profile Highlight

Product	Price**	Promotion*
Visually highlight profile in any company listing (overall/by industry/by chapter)	8,000 RMB	4,500 RMB

### Profile Upgrade \*Free of charge for European Chamber Advisory Council Members

Product	Price**	Promotion*
Appear in additional category (industry)	5,000 RMB	3,000 RMB
Make company details visible to non-members	12,000 RMB	7,000 RMB
Extended Profile	13,000 RMB	7,500 RMB

## **MEMBERS & NON-MEMBERS**

### Banner

Product	Price	Dimension
Side section banner(front page, chapters, industry)	15,000 RMB – 28,000 RMB	250*250
Central Section banners (front page, industry)	11,000 RMB - 20,000 RMB	728*90
Central Section Banners (Chapter Listing)	8,000 – 15,000	728*90

\*Promotion Price is only available from 1<sup>st</sup> Dec. 2014-15<sup>th</sup> Feb.2015

\*\*Prices are for 12 months online – for 6 months prices please contact us

\*\*\* There are 4 spaces

# Advertising in the 2015 Business Directory:

## i. Featured Companies

### a) Featured Company by industry

- Top Position in industry company list
- Company description up to 500 characters in listing(compared to only 250 characters for standard listing)

### b) Appear in position 1 by keyword search

- Position 1 in search result by keyword
- Profile highlighted by color
- Company description up to 500 characters in listing (compared to only 250 characters for standard listing)

### c) Featured Company by chapter

- Top position in chapter company list
- Company description up to 500 characters in listing (compared to only 250 characters for standard listing)

Product	Price**	Promotion*
Featured company by industry	15,000 RMB	8,500 RMB
Appear in position 1 by keyword search	10,000 RMB	5,500 RMB
Featured company by chapter	10,000 RMB	5,500 RMB

\*Promotion Price is only available from 1<sup>st</sup> Dec. 2014-15<sup>th</sup> Feb.2015

\*\*Prices for 12 months online

## ii. Profile Highlight

### a) Visually highlight profile in any company listing (overall/by industry/by chapter)

- Background highlighted by color
- Half point bigger font size
- Company description up to 500 characters in listing



Guangzhou > Education  
**CEIBS China Europe International Business School**

China's leading business school, with three programs globally: The full time MBA, the part time Executive MBA and the Executive Development Program. CEIBS Mission: To educate responsible leaders versed...

United States 100 - 250 SME



Shanghai > Construction  
**China ACME construction**

Acme Construction is a leading global provider of advanced process systems and equipment for the process industries. This unique combination of expertise makes us a single-source partner for all of our clients' needs. ACME Construction's activities encompass Europe, North and South America as well as Asia. We are constantly seeking ways in which to innovate and invest substantially in research and development.

Germany 100 - 250 SME



Shanghai > Banking  
**Banco Santander, S.A. Beijing Representative Office**

Santander has a broad experience (especially in Europe and Latin America)in: Trade Finance, Structured Finance and Operations with official support, Correspondent banking relationships, Support for the...

Product	Price**	Promotion*
<b>Visually highlight profile in any company listing</b>  <b>(overall/by industry/by chapter)</b>	<b>8,000 RMB</b>	<b>4,500 RMB</b>

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\*\*Prices for 12 months online

### iii. Profile Upgrade

#### a) Appear in additional category (industry)

- Company appear in one different category (different industry/chapter)
- Company description up to 200 characters in listing

#### b) Make company details visible to non-members


- Non-members user can access to company profile from front page
- Company description up to 200 characters in listing

#### c) Extended Profile

- Upload marketing document to company profile
- Upload contact persons image
- Upload company location map
- Company description up to 500 characters in listing, no limit in company page

#### ACME INSURANCES CHINA LTD.

**COMPANY INTRODUCTION** CONTACT LOCATION

**acme** sound partners

Country of origin: France

Industry: Manufacturing

Company type: SME

Company Size: 1 - 250

Acme is among the first batch of licensed insurance broking houses in China, **regulated by the Insurance Regulatory Authority of China (CRDA)** for Direct Insurance Broking for Life (Employee Benefits, Pension Funds) and Non-life/General Insurances during 2003.


Acme was upgraded to a **Composite Insurance Broking House** for both Direct and Reinsurance Broking in 2006 China license code CB-005/02 (certificate no.102) and is a regulated broking house and currently handles Reinsurance services for consulting and broking, in addition to Direct broking and consulting to Large Corporates. Acme is empanelled as a preferred reinsurance broking house with select local insurers. Acme binds capacities with rated global reinsurers for support on Fac and recognition award, for outstanding contribution and excellence in Insurance Consulting and fastest penetration in the insurance broking industry within a short span of time, since the start of Insurance Broking as a regulated activity in China, during 2003. The UK Trade Guides, through their Indo British Project with UK Trade and Investment Body has also approved Acme as the exclusive Insurance Broking house from China during 2006, as the first point contact for all British companies setting up offices in China for insurance consulting.


[Download our company brochure](#)

#### Address & Contact Details

No.1 Dong Fang Road, North Dong Sanhuan Road, Chaoyang District, Beijing  
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Technical Support  
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#### Location



<b>Product</b>	<b>Price**</b>	<b>Promotion*</b>
<b>Appear in additional category (industry)</b>	<b>5,000 RMB</b>	<b>3,000 RMB</b>
<b>Make company details visible to non-members</b>	<b>6,000 RMB</b>	<b>4,000 RMB</b>
<b>Extended Profile</b>	<b>13,000 RMB</b>	<b>7,500 RMB</b>

\*Promotion Price is only available from 1<sup>st</sup> Dec. 2014-15<sup>th</sup> Feb.2015

\*\*Prices for 12 months online

#### iv. Banner in front page, in chapter and in industry

Product (all)	Price	Dimension
Side Section Banners	15,000 RMB*/28,000 RMB**	250*250
Central Section Banners	11,000 RMB* / 20,000 RMB**	728*90
Central Section Banners Chapter	8,000 RMB* / 15,000 RMB**	728*90

\*6 months online / \*\*12 months online / For Non-Member Price please contact us

Central Section Banner: 4 banners in Industry listing, 4 banners per Chapter



Guangzhou > Education  
CEIBS China Europe International Business School

China's leading business school, with three programs globally: The full time MBA, the part time Executive MBA and the Executive Development Program. CEIBS Mission: To educate responsible leaders versed...

United States 100 - 250 SME

Shanghai > Construction  
China ACME construction

Acme Construction is a leading global provider of advanced process systems and equipment for the process industries. This unique combination of expertise makes us a single-source partner for all of our clients' needs. ACME Construction's activities encompass Europe, North and South America as well as Asia. We are constantly seeking ways in which to innovate and invest substantially in research and development.

Germany 100 - 250 SME

Side Section banners:2 banners

THE EUROPEAN UNION  
CHAMBER OF COMMERCE IN CHINA

European Chamber  
中国欧盟商会

MEMBERSHIP EVENTS WORKING GROUPS LOBBYING PUBLICATIONS NEWS

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MEMBERSHIP

Business Directory

Advertising

Media kit

Member benefits

Become a member

ACME INSURANCES CHINA LTD.

COMPANY INTRODUCTION CONTACT LOCATION

Country of origin: France  
Industry: Manufacturing  
Company type: SME  
Company Size: 1 - 250

Acme is among the first batch of licensed insurance broking houses in China, regulated by the 1 Authority of China (CRDA) for Direct Insurance Broking for Life (Employee Benefits, Pension F) insurances during 2003.

Acme was upgraded to a Composite Insurance Broking House for both Direct and Reinsurance license code CB-005/02 (certificate no.102) and is a regulated broking house and currently handl consulting and broking, in addition to Direct broking and consulting to Large Corporates. Acme is reinsurance broking house with select local insurers. Acme binds capacities with rated global reir recognition award, for outstanding contribution and excellence in Insurance Consulting and faster broking industry within a short span of time, since the start of Insurance Broking as a regulated a The UK Trade Guides, through their Indo British Project with UK Trade and Investment Body has exclusive Insurance Broking house from China during 2006, as the first point contact for all Britis in China for insurance consulting.

Download our company brochure

Address & Contact Details

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