



*IBC presents*

# *“3<sup>rd</sup> Open Meeting 2017”*

*His Excellency Dr. Aun Pornmoniroth*

*Senior Minister of Economy and Finance*

*- Special Guest Speaker -*

*Updated: 7 November 2017*

# The Background

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- **IBC event series**

The International Business Chamber launched the Open Meeting series in February 2016 to allow new potential members to join, gauge their level of interest and meet with IBC members mostly represented by CEOs and Business owners. These quarterly open meetings showcase high profile guest speakers who are invited to deliver a live presentation and interact with the participants.

- **Avenues for network**

Beyond the immediate objective of providing insights on a key topic, highly relevant for the Business Community, the IBC open meetings are the right place to grow your Business and social network or even discuss eventual future partnership. An average of 80-100 participants take part in this lunch meeting format with the prime objective to get direct feedbacks from top leaders, Government officials who count in the business and legislation landscape of Cambodia.

- **Top-notch speakers**

The IBC Open Meeting are scheduled on a quarterly basis but according to the IBC annual event calendar or the availability of our guest speakers, dates can vary a bit. Ms. Yong Sarah Zhou, Resident Representative of IMF in Cambodia, gave the tone for the first IBC open meeting followed by Mr. Samiuela T. Tukuafu, Country Director for Cambodia of Asian Development Bank. A third successful open meeting was co-organized with CAMFEBA on “AEC and Trade Policy Review for Business in Cambodia” presented by Mr. Hing Vutha, Head of Economics Unit, CDRI. H.E Senior Minister Sun Chanthol, Minister of Ministry of Public Works and Transport, closed the 2016 Open Meeting series with some remarkable positive news for Cambodia on the infrastructure improvements and better connections in the ASEAN region. Our last and prestigious speaker was Her Excellency Madam Chea Serey, Director General of the National Bank of Cambodia and Dr. Hang Chuon Naron, Minister of Education Youth and Sports.

# The Participants' Experience

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- **Networking Luncheon**

It's primarily a networking event that many IBC members like to join for its efficient concept to meet peers during lunch time and get updates from prestigious invited speakers.

- **Number of Participants, the audience for Your Brand**

The expected number of participants will be approximately 80-100 from companies of all industries and all nationalities. Mainly CEO, business owners and Top executive are among the audience of these open door sessions.

- **The Venue**

One of IBC principles is to support our members' business by soliciting their service. Therefore all the IBC meetings including RGM, AGM, Open Meetings take place mainly in hotels owned by our company members with the capacity to accommodate such meetings which offer the international standard in terms of facility and catering services.

- **Day and Time**

Wednesday 6<sup>th</sup> December 2017 from 11:30 am – 2:00 pm

- **Tickets sales: Terms and Conditions**

Tickets shall be booked at least one week prior to the event at [events@ibccambodia.com](mailto:events@ibccambodia.com) or call 023 964 455 and paid by cash or cheque at the registration desk. The first ticket bought is free for IBC members, then the following ones are charged 35\$. There's no limit in the number of tickets purchased per company. Booked tickets are refundable until one week prior to the event. In case of no show, the booked ticket will be charged by invoice under 3 working days after the event for immediate payment.

# The Offers

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Sponsorship packages	Premium X1	Gold X5
<i>Number of remaining sponsorship opportunities as of 8 November 2017</i>	<i>X1</i>	<i>X5</i>
<i>Fixed Cost</i>	<i>US\$1,500</i>	<i>US\$700</i>
Industry Exclusivity	x	
Exclusive rights to incorporate your brand into the general theme	x	
your brand at the event on marketing materials: Standees / leaflets (up to 100 copies)	x (4)	x (2)
Logo on Stage e-backdrop	x (prominent)	x
Premium passes for your company delegates or guests	x (4)	x (2)
Digital: logo on IBC Facebook page and LinkedIn, IBC website, Newsletters (9 posts max. if engagement by 13 Nov. 2017)	x	x
Announcement of Sponsors's name by IBC Chairman at the Meeting	x	x
Brand name mentioned on the IBC Annual Report	x	

# Benefits in detail

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## Your brand at the event on marketing materials (premium Level)

- 3 standees in the meeting room + 1 at the entrance
- 1 booth to promote your products/services and company
- Leaflet on the guests tables to promote your brand
- Premium placement on the stage e-backdrop

## Logo on all digital communications

- 9 newsletters reaching more than 1000 contacts
- 9 FB posts reaching more than 7000 followers (organic), +16-20k (boost)
- Event ad on IBC website in the Coming Events section and landing page
- Thanks Sponsor message on the same channels as post event communication
- Placement on the stage e-backdrop

## Premium passes for your company delegates or guests

- 2 – 4 (premium level) free tickets to access the meeting
- Presentation by our guest speaker
- IBC Compilation book
- Networking luncheon at Sokha Hotel Phnom Penh

## Special mentions

- Announcement by IBC Chairman of your Sponsorship during the meeting
- Special report on the IBC Annual Report

# The deadline

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- **Engagement before 24 November 2017 or ASAP**

- **Terms and Conditions**

- Advertisers supply their own artwork and images in JPEG or GIF format. This must be submitted immediately upon confirmation
- Advertisement location is determined by the organizer on the basis of first come, first serve.
- The fee charged does not include artwork, and any tax is excluded.
- Validity of sponsorship package: during the event only

- **Communication Timeline**

- E-blast 13, 16, 20, 23, 27, 29 Nov. and 1, 4, 6 Dec. 2017
- Other communication support: e-back drop, FB, LinkedIn and IBC website
- Official announcement: 17 November 2017

# About us

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- Founded initially as the Corporate Club in 1993, The International Business Chamber is a platform of discussion and opportunity for businesses to access information on how to do business in Cambodia.
- Beyond a range of basic activities such as social functions or exchange information sessions about economic and governmental developments, the IBC has a strong engagement with the Royal Government of Cambodia in regular dialogue through the Government-Private Sector Forum. Its administrative support to Working group D (specialized on Tax and Reforms) and welcoming Business Delegations are some of the major initiatives that distinguishes the IBC.
- The IBC objective is to keep representing the collective interests of the business community and to provide a forum for members to meet, to exchange ideas and experience on the basis of mutual interest.
- Today the IBC counts more than 120 member companies from international and local scene, representing a wide range of industries. The IBC successfully enhances and promotes the international reputation of Cambodia's business community, and engages in initiatives that encourage and support foreign investment and business in Cambodia. Thanks to its significant national, regional and global network, the IBC shows strong leadership in investment activities in the Kingdom through its original hallmark 'The IBC Trade and Investment Conference'. This much anticipated event brings together potential investors with government officials and the local business community, creating incredible opportunities for all stakeholders.

# For more information

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- **Sophorn Chhum**

Chief Executive | IBC

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[ce@ibccambodia.com](mailto:ce@ibccambodia.com)

- **Information and booking**

[events@ibccambodia.com](mailto:events@ibccambodia.com)

023 964 455

2<sup>nd</sup> Floor Intelligent Office Center, Building No. 254, Monivong Blvd, Phnom Penh – Kingdom of Cambodia

- **Payment options**

Cheques: To be addressed in US\$, to IBC. Please bring to IBC office or any ACLEDA bank and follow payment instructions on the invoice

Cash: to IBC office

Walk in guests allowed but subject to seats availability, payment at the door: IBC Registration desk, Sofitel Phokeethra Hotel Phnom Penh



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Thank you for your support!