

Global branding

Sponsorship opportunities

at the
6th World
Chambers
Congress

3-5 June 2009
Kuala Lumpur, Malaysia
www.KL2009.com

Three ways to sponsor the C

1 World Chambers Congress: Building trust in a global brand

For sponsors of the 6th World Chambers Congress, the benefits of affiliation with such a world-class event extend well beyond reserving exhibition space. An association with the chamber of commerce brand, one of the oldest, most trusted and most recognized brands around the world, will help you build and maintain global trust in your brand.



Benefits*

	BRONZE €1,000	SILVER €5,000	GOLD €10,000	PLATINUM €20,000	DIAMOND €30,000
Your logo prominently displayed on Congress website and printed materials	●	●	●	●	●
Invitation to Congress, welcome reception, gala dinner, opening and closing ceremonies	1	2	3	4	5
Access to private meeting room during Congress		●	●	●	●
Article about your organization included in Congress and Competition e-newsletter		●	●	●	●
Option of placing gifts and materials in delegate bags		●	●	●	●
Option to display your banners in meeting areas			●	●	●
Ad in official Congress booklet distributed to all participants			1/4 page	1/2 page	1 page
Booth in exhibition area			●	●	●
Option for your chair or CEO to introduce or moderate a workshop panel			●	●	●
Organization name included on a Congress press release				●	●
Opportunity to post a web banner on Congress website				●	●
Personal acknowledgment of your organization during a Congress plenary session				●	●
Invitation to private networking meetings with government and business leaders				●	●
Option to display your banner in main plenary hall					●
Optional web story on participation to include quote from your chair or CEO					●
Opportunity to send a one-time Congress related announcement through our Congress email database					●
Complimentary table at the gala dinner					●
Opportunity for your chair or CEO to play a leading role in key event					●

*All sponsorship opportunities are available on a first come, first served basis. Custom packages are also available, please contact us for more information.

2 World Chambers Competition: Highlight of the Congress

The World Chambers Competition is the only global awards programme that provides international recognition to projects undertaken by chambers from around the world. By sponsoring the competition, you will help ensure that these exciting, innovative projects will continue to develop and that their business models will spread to other countries.



Benefits*

	GIFT €1,000	STANDARD €5,000	PLUS €10,000	EXCLUSIVE €20,000
Logo prominently displayed on Congress website and printed materials	●	●	●	●
Invitation to Congress, welcome reception, gala dinner, opening and closing ceremonies		1	2	3
Option of placing gifts and materials in delegate bags		●	●	●
Option to display your banners in Competition room			●	●
Article about your organization included in Congress and Competition e-newsletter			●	●
Ad in official Congress booklet distributed to all participants			1/2 page	1 page
Booth in exhibition area			●	●
Opportunity for your chair or CEO to judge a session			●	●
Opportunity for your chair or CEO to moderate a session				●
Organization name included on a Congress press release				●
Opportunity to post a web banner on Congress website				●
Personal acknowledgment of your organization during award ceremony				●



“The World Chambers Congress is an outstanding platform for the business community to share successful approaches to engaging the private sector as a responsible driver of development.”

John Sullivan Executive Director, Center for International Enterprise (CIPE)

Benefit from the advantages.

3 Chamber participation: Global ideals at work

The Congress offers an opportunity for organizations to sponsor chambers from developing countries to take part in this global forum. By exchanging ideas and best practices with many chambers around the world, chambers participating in this initiative are able to strengthen their capacity to provide practical business services, which in turn fosters more economic trade and development.

Benefits*

	PER DELEGATE €4,000
Logo prominently displayed on Congress website and printed materials	●
Invitation to Congress, welcome reception, gala dinner, opening and closing ceremonies	●
Option of placing gifts and materials in delegate bags	●
Article about your organization included in Congress and Competition e-newsletter	●
Ad in official Congress booklet distributed to all participants	1/4 page
Personal acknowledgment of your organization during a relevant plenary session	●



Past sponsors of the Congress include...

Airbus
Asian Development Bank
AXA
Baker & McKenzie
BNP Paribas
Business Week
CapGemini
CIPE
Citigroup
CNN Turkey
Coca-Cola
Confederation of Asia Pacific Chambers of Commerce
Deutsche Bank
DHL Express
Ericsson
Federation of CCI in Osaka Prefecture
First National Bank
Global Futures and Foresight
Goldman Sachs
Hamatsu Chamber of Commerce and Industry
Hewlett Packard
Himeji Chamber of Commerce and Industry
Hong Kong Trade Development Council
IBM
JPMorgan
Korean Air
Korea Chamber of Commerce and Industry
McDonald's
Maroc Telecom
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NBC Universal
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Nokia
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Siemens
South African Airways
The Economist
The Istanbul Chamber of Commerce
The Royal Bank of Scotland
The Wall Street Journal
The Walt Disney Company
Turkish Airlines
UN ECOSOC
UNDP
US Chamber of Commerce

“We need leaders who will manage the realities of the risks – whether in business or in government – to minimize the dangers and maximize the opportunities.”

Madeleine Albright Principal of the Albright Group LLC and former US Secretary of State, in keynote speech to the 2007 World Chambers Congress

Kuala Lumpur

Crossroads of the world's most dynamic region

Kuala Lumpur is the gateway to a market of 560 million people in Southeast Asia with proximity to the emerging economic powerhouses, China and India. The bustling hub of one of the Asian tiger economies, "KL" is home to 14 Fortune 2000 companies and is an up-and-coming centre for IT, education, manufacturing, and health services. KL is also renowned for its world-class tourism and hospitality industry and has a growing roster of global giants in local commodities.

FMM – host chamber for the 6th World Chambers Congress in 2009

The Federation of Malaysian Manufacturers (FMM) is the host chamber for the 6th World Chambers Congress in 2009. Established in 1968, FMM is Malaysia's premier business organization. FMM has spearheaded the nation's growth and modernization and is a leader of the manufacturing sector.

www.fmm.org.my



Federation of Malaysian Manufacturers



The Kuala Lumpur Convention Centre and the Petronas Twin Towers, one of the world's tallest office buildings and a visual symbol of Kuala Lumpur

"Our objective is to get Southeast Asian chambers to network globally with their counterparts in Europe, North and South America, the Middle East, Africa, the Pacific Islands, and the Far East."

Poh Kon Yong

President, Federation of Malaysian Manufacturers





ICC

World Chambers Federation

The global forum to share experience and best practice

The World Chambers Congress is held in a different region of the world every two years. Chambers across the globe vie to host the Congress. The event helps chamber leaders build the personal networks they need to exchange expertise. With each Congress, the event grows in notoriety: a record 1,600 chamber of commerce executives from more than 118 countries assembled at the 5th Congress in Istanbul in 2007.

The International Chamber of Commerce (ICC) is the world business organization, representing enterprises from all sectors in every part of the world. The fundamental mission of ICC is to promote trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization.

www.iccwbo.org

The World Chambers Federation (WCF) represents ICC's chamber of commerce members worldwide. WCF, a non-political, nongovernmental body, was first established in 1951 as the International Bureau of Chambers of Commerce.

WCF strengthens links between chambers, enabling them to improve performance as well as discover new products and services to offer their members. Chambers represent companies of all sizes, particularly small- to medium-sized enterprises, the backbone of all economies. WCF promotes and protects the role of the chamber as an essential intermediary between business and government and between business and the general public.

www.worldchambersfederation.org

For more information about sponsorship, please contact:

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"As a world leader in mining, Rio Tinto engages with companies of all kinds and sizes. One of the key ways we open and maintain dialogue where we have operation is through chambers of commerce. In short, the support we receive from chambers helps us run an effective global company."

Paul Skinner Chairman, Rio Tinto



International Chamber of Commerce

The world business organization

www.KL2009.com