

SAVE THE DATE!

2016 ITALIAN GALA DINNER

意大利晚宴

TOURISM AWARDS

Saturday, November 26th
Park Hyatt Beijing



TOURISM AWARDS

The Italian Gala Dinner in Beijing is back, with a twist.

This year, the China-Italy Chamber of Commerce (a.k.a. CICC) launches the new initiative “Tourism Awards”, including its Awards Ceremony into the CICC Beijing yearly signature net-working event.

From November 21st to November 27th Italy celebrates its First Week of the Italian Cuisine Abroad in the World (Prima Settimana della Cucina Italiana all’Estero nel Mondo), established with the protocol signed by the Ministry of Foreign Affairs and International Cooperation (Ministero degli Affari Esteri e della Cooperazione Internazionale), the Ministry of Education, Universities and Research (Ministero dell’Istruzione, dell’Università e della Ricerca) and the Ministry of Agricultural, Food and Forestry Policies (Ministero delle Politiche Agricole, Alimentari e Forestali), aiming at spreading the values of the Mediterranean Cuisine (UNESCO intangible heritage) and boosting awareness about Italian F&B products.

To create the signature menu’ of the Gala Dinner, CICC invited Michelin-Starred Chef Carlo Cracco, leader of the new generation of progressive Italian cuisine and whose restaurant in Milan garnered worldwide attention for creative takes on classic Italian foods.

Join to feel the signature menu experience!

TOURISM AWARDS

Organised together with its Working Group on Tourism (Italy China Travel Club, a.k.a. ICTC) and supported by the Italian Institutions, the Award serves to acknowledge, reward and celebrate excellence across all sectors of the China-Italy travel and tourism industry.

Tourism Award Categories:

- **Video making and visual arts:** the Italian company that realised an effective and innovative communication project in order to promote Italy as a travel destination;
- **Press:** the Italian or Chinese magazine that developed a long-term editorial project to promote Italy as travel a destination;
- **Italian Cuisine:** the Italian company implementing a project for the promotion of the Italian F&B culture;
- **Promotion:** the initiative vertically integrating Italian companies that promote Italy as a travel destination;
- **New Media:** the Chinese company that developed a platform to describe Italy as a travel destination to the Chinese public.

Be involved!

To candidate: companies in the travel and tourism industry are welcome to run for the Award. For further information, please visit our website www.cameraitacina.com.

SPONSORSHIP PACKAGES

Do not miss this opportunity to advertise your company
with one of our sponsorship packages:

Silver 25,000 CNY

Gold 45,000 CNY

Diamond 60,000 CNY

Supporting 88,000 CNY

Sponsorship closes on Monday, November 14th.

Note: Early birds policy do not apply

Raffle

SPONSORSHIP BENEFITS

	Silver 25,000 CNY	Gold 45,000 CNY	Diamond 60,000 CNY	Supporting 88,000 CNY
Corporate Table (12 pax)	Standard position	Central position	Primary position	Primary position + CEO at the VIP Table
Raffle Tickets	10 Raffle tickets	15 Raffle tickets	20 Raffle tickets	25 Raffle tickets
Company's exposure during the event	Special thanks by the MC. Company's gadgets in Goody Bags.	Special thanks by the MC. Company's gadgets in Goody Bags.	Special thanks by the MC. Company's gadgets in Goody Bags.	Special thanks by the MC and CICC Chairman; Promotional stand in the foyer or short company's intro during the Gala by company's representative. Company's gadgets in Goody Bags.

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2016 Italian Gala Dinner ADV campaign	Logo on all ADV campaign materials (CICC website, WeChat, Event Backdrop and Shooting Wall, any additional printed materials). Ref. booklet, half page for company's presentation.	Logo on all ADV campaign materials (CICC website, WeChat, Event Backdrop and Shooting Wall, any additional printed materials). Ref. booklet, one page for company's presentation.	Logo on all ADV campaign materials (CICC website, WeChat, Event Backdrop and Shooting Wall, any additional printed materials). Ref. booklet, one page for company's presentation.	Logo on all ADV campaign materials (CICC website, WeChat, Event Backdrop and Shooting Wall, any additional printed materials). Ref. booklet, two pages for company's presentation.

SPONSORSHIP BENEFITS

	Silver 25,000 CNY	Gold 45,000 CNY	Diamond 60,000 CNY	Supporting 88,000 CNY
On-going (2016/2017) ADV campaign	3 months Company's banner on CICC Homepage (Sponsors' section); 3 months Company's banner on CICC e-newsletter.	6 months Company's banner on CICC Homepage (Sponsors' section); 6 months Company's banner on CICC e-newsletter.	12 months Company's banner on CICC Homepage (Sponsors' section); 12 months Company's banner on CICC e-newsletter. 2 WeChat Company's ADV.	12 months Company's banner on CICC Homepage (Sponsors' section); 12 months Company's banner on CICC e-newsletter. 2 WeChat Company's ADV. Interview by Media Partner.
Discounts on CICC services for the 2016/2017	5% discount for the Chambers' organization of Company's event/seminar.	10% discount for the Chambers' organization of Company's event/seminar.	20% discount for the Chambers' organization of Company's event/seminar.	30% discount for the Chambers' organization of Company's event/seminar.

RESERVATION

To book your corporate table or to reserve your seat, please send an email to:

bj.gala@cameraitacina.com

Individual Ticket (Member): 1,300 CNY

Individual Ticket (Non Member): 1,400 CNY

Corporate Table (12 guests): 15,000 CNY

Early birds (before Friday, October 14th) can enjoy 10% discount

Registration closes on Friday, November 18th.

First come, first served base. Priority given to Sponsors.

We look forward to welcoming you soon!

THE VENUE

PARK HYATT BEIJING

100022朝阳区建国门外大街2号

2 Jianguomenwai Street,
Chaoyang District Beijing, China, 100022

Starting at 7 pm



CONTACT US

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Scan the QR Code to discover more about our Gala Dinner!

