



# CHAMBER OF COMMERCE CUP

## TOURNAMENT INTRODUCTION

SEPTEMBER 8TH, 2013 / BEIJING, CHINA

PRESENTED BY

# OCEANS

*Marketing Excitement*

**OCEANS MARKETING OFFICIALLY INVITES YOUR CHAMBER TO THE  
2013 CHAMBER OF COMMENCE CUP...**

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# INTRODUCTION...

## THE PLAYERS....

**# BEIJING'S FIRST INTER CHAMBER FOOTBALL TOURNAMENT**

**# 150+ PLAYERS & SPECTATORS**

**# 2x CUP COMPETITIONS**

**# CATERING, REFRESHMENTS, MUSIC & AWARDS CEREMONY**

**# FREE ENTRANCE TO TEAMS AND SPECTATORS**

# INTRODUCTION...

- BEIJING HAS OVER 200 INTERNATIONAL CHAMBERS OF COMMERCE AND 15,000 FOREIGN COMPANIES
- SPORT IS BECOMING A FUNDAMENTAL CATALYST FOR SOCIALIZING, NETWORKING AND BUILDING FRIENDSHIPS & WORKING RELATIONSHIPS WITHIN ANY COMMUNITY, EX-PAT OR LOCAL
- AS AN INTEGRAL PART OF A HEALTHY A MOTIVATED LIFESTYLE, EMPLOYERS ARE NOW DEMANDING MORE SPORT AND SOCIAL ACTIVITIES TO INCREASE INTEGRATION AND TEAM BUILDING
- IN BEIJING THERE IS CURRENTLY A LACK OF PROFESSIONALLY ORGANIZED, INTEGRATED SPORTING ACTIVITIES BETWEEN FOREIGN & CHINESE BUSINESS, EMBASSIES, CHAMBERS, TRADE COUNCILS AND GOVERNING BODIES
- WITH THESE FACTORS TAKEN INTO ACCOUNT AND THE SPORTING NATURE OF OUR COMPANY (OCEANS MARKETING) WE HAVE DEVISED THE 2013 CHAMBER OF COMMERCE CUP 'CCC'.

# INTRODUCTION...

"A UNIQUE EVENT TO CREATE AND ACHIEVE BUSINESS, SOCIAL & SPORTING OBJECTIVES"

**#UNIQUE** - BEIJING'S FIRST EVER INTER CHAMBER/EMBASSY FOOTBALL TOURNAMENT"

**#COMMUNICATION** - BRIDGING THE GAP BETWEEN SPORT, COMMERCE AND COMMUNITY. BRINGING DIFFERENT NATIONALITIES, BACKGROUNDS AND PERSONALITIES TOGETHER THROUGH FOOTBALL 'SOCCER'

**#TARGETS** - HELP INTERNATIONAL CHAMBERS OF COMMERCE TO ENRICH EMPLOYEES' AND EMPLOYER'S SPORTING AND CULTURAL LIFE THROUGH LEISURE AND SPORT. SATISFYING GROWING DEMANDS FOR PHYSICAL FITNESS, TEAM BUILDING AND SOCIAL ASPECTS IN AND OUT OF THE WORK PLACE

**#COHESION** - A PLATFORM FOR LOCAL, NATIONAL & INTERNATIONAL BUSINESS'S TO COMMUNICATE ON AN INFORMAL LEVEL WITH THE GATEKEEPERS TO INTERNATIONAL BUSINESS OPPORTUNITIES

**#CONSISTENCY** - ESTABLISH A YEARLY FOOTBALL TOURNAMENT FOR THE INTERNATIONAL CHAMBERS OF COMMERCE AND FOREIGN COMPANIES IN BEIJING. BUILDING A PLATFORM THROUGH FOOTBALL TO GALVANIZE AND INCREASE COMMUNICATION IN BEIJING'S BUSINESS COMMUNITY

# INTRODUCTION...

## BENEFITS OF ENTERING THE CHAMBER OF COMMERCE CUP

BRIDGING THE GAP BETWEEN SPORT, COMMERCE AND COMMUNITY IN BEIJING

- TEAM BUILDING
- RAISE IN PROFILE OF THE CHAMBERS
- INTEGRATING IN THE LOCAL COMMUNITY
- RELATIONSHIP BUILDING
- ACCESS TO MEDIA & SPONSORS
- INCREASE NETWORK CHANNELS
- COMMUNICATION BUILDING



# INTRODUCTION...

**CREATING AND DIRECTING A CHANNEL OF COMMUNICATION THROUGH THE CCC TO INTERNATIONAL BUSINESS**

## CHAMBER OF COMMERCE CUP

- BEIJING'S FIRST EVER INTER CHAMBER/ EMBASSY FOOTBALL TOURNAMENT
- x2 CUP COMPETITIONS
- FREE ENTRANCE TO TEAMS, SPONSORS AND SPECTATORS
- OVER 150 ATTENDANCE
- FREE CATERING, REFRESHMENTS, MUSIC & AWARDS

## SOCIAL / COMMUNICATION

- MEET WITH OVER 100 OFFICIAL CHAMBER OF COMMERCE STAFF
- LIAISE WITH MULTIPLE LOCAL AND NATIONAL SPONSORS
- INTEGRATE WITH MULTI PLATFORM LOCAL MEDIA
- INTEGRATION AND AWARENESS IN LOCAL BUSINESS COMMUNITY

## CHAMBERS OF COMMERCE

- OVER 10 CHAMBERS INC. FRANCE, EURO UNION, BRAZIL, BRITAIN, U.S., AUSTRALIAN, MEXICAN, RUSSIAN, GERMAN, JAPAN...
- OVER 100 CHAMBER MEMBERS PARTICIPATING
- SHOWCASE BRAND, SERVICES & COMPANY IMAGE TO A TARGETED EXPAT DEMOGRAPHIC

## INTERNATIONAL BUSINESS COMMUNICATION

- MEET AND DISCUSS BUSINESS WITH INTERNATIONAL CHAMBERS
- ACCESS TO COUNTRY SPECIFIC BUSINESS NEWS AND VENTURES
- CREATE CHAMBER CONNECTIONS WITHOUT SIGNING EXPENSIVE MEMBERSHIPS
- NEWS & UPDATES ON UPCOMING CHAMBER EVENTS & FORUMS

# EVENT PROGRAMME...

**EVENT NAME:** 2013 CHAMBERS OF COMMERCE CUP

**ORGANIZER:** OCEANS MARKETING

**DATE:** 8<sup>TH</sup> SEPTEMBER, 2013. 11-6PM APPROX.

**LOCATION:** DULWICH COLLEGE BEIJING, SHUNYI

**FORMAT:** 5 -A-SIDE. TEAMS PROGRESS TO A KNOCKOUT COMPETITION IN THE CHAMPIONS CUP & PLATE CUP

**RULES:** NO SLIDE TACKLES, NO PICKING UP BALL FROM PASS-BACKS TO GK, NO SCORING FROM OWN HALF

**REGISTRATION:** EACH CHAMBER IS ALLOWED TO ENTER 1 TEAM. MINIMUM 7 PLAYERS PER TEAM

\* IF TEAM MEMBERS ARE LIMITED CHAMBERS CAN INVITE MEMBERS FROM THEIR FELLOW EMBASSIES AND TRADE COUNCILS

**ENTRANCE FEE:** FREE



# EVENT AMENITIES...

**FREE EVENT AMENITIES:** MUSIC & MC / ALCOHOL / FIRST-AID / TRANSPORT / TENTS / CANOPIES / PICNIC TABLES / CHANGING FACILITIES

**EQUIPMENT PROVIDED:** FOOTBALLS / KITS (EACH CHAMBER IS PROMPTED TO WEAR THEIR NATIONAL COLOURS) BIBS WILL BE PROVIDED) / POST TOURNAMENT BROCHURE & DVD PHOTO ALBUM

**TRANSPORTATION:** FREE TRANSPORT TO AND FROM THE VENUE FOR ALL TEAM MEMBERS AND FAMILY MEMBERS

**REFEREES AND MEDICAL:** PROVISION OF HIGH-QUALITY REFEREES AND ON SITE MEDICAL ASSISTANCE

**AWARD CEREMONY & SPEECHES:** TROPHIES + PRIZES TO BE AWARDED TO THE TOURNAMENT WINNERS AND 'PLATE CUP' WINNERS.

\*WE ALSO PROMOTE THE OPTION FOR SPEECHES TO BE MADE BY EACH CHAMBER.



# VENUE...

## DULWICH COLLEGE PLAYING FIELDS

**ADDRESS:** LEGEND GARDEN CAMPUS, 89 CAPITAL AIRPORT ROAD, SHUNYI DISTRICT, BEIJING

**AMENITIES:** GRASS OR 3G ASTRO TURF PITCH (FULL SIZE) / CANOPIES / TABLES & CHAIRS /  
PICNIC TABLES & UMBRELLAS / FREE CAR PARKING / CHANGING FACILITIES /

**CONTACT DETAILS:** [JOANNE.ROSS@DULWICH-BEIJING.CN](mailto:JOANNE.ROSS@DULWICH-BEIJING.CN)



DULWICH COLLEGE BEIJING

# TRANSPORT...

**PROVIDED BY:**



**INCLUDING:**

**2X 24 SEATER COACHES**

**PROFESSIONAL DRIVER**

**BEIJING TO DULWICH SCHOOL (RETURN)**

**FOR MORE INFO ON THIS SERVICE:**

**[JENS.HOYDEM@LOGWIN-LOGISTICS.COM](mailto:jens.hoydem@logwin-logistics.com)**

# CATERING...

PROVIDED BY:



INCLUDING:

BBQ STYLE CATERING...

COWBOY BURGERS

HOTDOGS

ICED TEA

\* ALL AT HALF PRICE

FOR MORE INFO ON THIS SERVICE:

[FANNY.FENG@KABBSH.COM](mailto:FANNY.FENG@KABBSH.COM)

# BEVERAGES...

**PROVIDED BY:**



**INCLUDING:**

**FREE DRINK FOR ALL PLAYERS**

**FOR MORE INFO ON THIS SERVICE:**

**[MADSOJ@CARLSBERG.COM.HK](mailto:MADSOJ@CARLSBERG.COM.HK)**

# MEDICAL SERVICES...

**PROVIDED BY:**



**INCLUDING:**

**TWO FULLY TRAINED ON-SITE NURSES**

**TOP-END MEDICAL EQUIPMENT**

**BI-LINGUAL STAFF**

**FOR MORE INFO ON THIS SERVICE:**

**[JACK.GOMER@OASISHEALTH.CN](mailto:JACK.GOMER@OASISHEALTH.CN)**

# ORGANIZATION & MANAGEMENT...

PROVIDED BY:

**OCEANS**  
*Marketing Excitement*

INCLUDING:

SPORT PROPERTY & EVENT MANAGEMENT

MULTI MEDIA COMMUNICATION

SPONSORSHIP CONSULTANCY

PROPERTY, TEAM & ATHLETE CONSULTANCY

MEDIA CONTENT & RIGHTS

# TOURNAMENT OVERVIEW...





## COMMERCE CUP PRIZE

THE WINNING TEAM OF THE 2013 CHAMBER OF COMMERCE CUP WILL RECEIVE...

★ CHAMBER OF COMMERCE CUP TROPHY

★ BLUE FROG VOUCHERS



- 10 COWBOY BURGERS VOUCHERS
- 10 HOT DOGS VOUCHERS
- 10 BLUE FROG DINING VOUCHERS EACH VALUED AT 100RMB



## PLATE CUP PRIZE

THE WINNING TEAM OF THE 2013 CHAMBER OF COMMERCE PLATE CUP WILL RECEIVE...

★ CHAMBER OF COMMERCE PLATE CUP TROPHY

★ ROUND OF CARLSBERG AT THE ROSEWOOD



# REGISTRATION PROCEDURE...

**PARTICIPATING CHAMBERS:** REGISTRATION FORMS SENT TO ALL CHAMBERS ALONG WITH TOURNAMENT INTRODUCTION

**APPLICATION:** ALL PARTICIPATING CHAMBERS MUST SUBMIT TEAM APPLICATIONS TO OCEANS BY AUGUST 23RD

**REGISTRATION:** ALL CHAMBERS REGISTERED BY AUGUST 23RD WILL BE SENT CONFIRMATION & TOURNAMENT ITINERARY



# MEDIA

## 1. PRINT MEDIA:

NEWS REPORTS ON MAINSTREAM PRINT MEDIA IN BEIJING  
THEMED REPORT ON EVENT  
FOOTBALL MEDIA

thebeijinger

GLOBAL  
TIMES

## 2. ONLINE MEDIA:

REPORTS ON OCEANS AFFILIATED SOCIAL MEDIA  
REPORTS ON AFFILIATED SPORTING WEBSITES

OFFICIAL SINA WEIBO: [WEIBO.COM/CCUPBEIJING](http://WEIBO.COM/CCUPBEIJING)

OFFICIAL WECHAT: CCCUPBEIJING



# THANKS...

FOR MORE INFORMATION, PLEASE CONTACT  
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