



The American Chamber of Commerce in Shanghai
上海美国商会

2017 AMCHAM SHANGHAI CSR AND SUSTAINABILITY FORUM

SPONSORSHIP GUIDE

Tuesday, November 7, 2017
The Peninsula Shanghai

What's Next for Sustainable Business in a Globalizing World

The world in 2017 faces a lot of outstanding issues that need to be addressed. Diminishing borders and trade barriers, freer exchanges of goods, services and information – factors that used to be considered as positive drives towards the future are now identified to have led to loss of jobs, inequality, environmental degradation and abuse of human rights. In the face of a stagnating global economy, resurfacing “delocalization” and other global governance challenges, how should businesses working within the global community react to the changing landscape?

Against this backdrop, AmCham Shanghai invites you to attend the 2017 CSR and Sustainability Forum themed “Sustainable Business in a Globalizing World”, focusing on how sustainability stands out as a dynamic and effective approach for development injected into an uncertain world, and how it has become the very common ground across all nations for the success of moving ahead in the globalization 2.0. The Forum will bring together key stakeholders and experts to discuss and exchange ideas on issues including, sustainability as a brand power, CSR in a digital age, generating value through partnerships and working together to achieve the 2030 Agenda for Sustainable Development, among others. Through this annual Forum, AmCham Shanghai aims to further engage with businesses, government, academia and civil society, and share how businesses can act as a force for good in contributing to sustainability within today’s globalizing world.

ABOUT THE FORUM



2017 AmCham Shanghai CSR and Sustainability Forum
Theme: Sustainable Business in a Globalizing World

12:30-13:00	Registration
13:00-13:10	Welcome Remarks
13:10-13:25	Keynote Address 1 : Globalization 2.0: Opportunities and Challenges to Businesses
13:25-13:40	Keynote Address 2 : The Role of Business in Inclusive Globalization
13:40-14:30	Leadership Session 1: Creating Sustainable Brands
14:30-15:20	Focused Session 1: CSR in the Digital Age
15:20-15:40	Tea Break
15:40-16:30	Leadership Session 2 : Value Based Partnerships
16:30-17:20	Focused Session 2 : Aligning Global and Local Sustainability Goals
17:20-17:50	Conclusion & Awards Presentation
17:50-18:30	Cocktail Reception

DRAFT AGENDA

PAST SPEAKERS

Government and Think-tanks:

- Yan Jun, Deputy Director General, Shanghai Municipal People's Government Development and Research Center
- Xiong Jian, Director, Overall Planning Dept. Shanghai Municipal Planning, Land & Resources Administration
- Yu Zhihong, President and Editor-in-Chief, China WTO Tribune, Ministry of Commerce
- Lei Lu, Secretary General, Shanghai Information Services Association
- Shi Min, Chief of International Cooperation, Shanghai Environmental Protection Bureau
- Xiaohui Liang, Deputy Chief Economist, National Textile Information Centre

Business and CSR Executives:

- Neil Hawkins, Chief Sustainability Officer and Corporate Vice President, Dow Chemical Company
- Peter Wong, President, Dow Chemical China
- Joe-Tao Zhou, President, Eaton China
- Clas Neumann, Senior Vice President and Head of Fast Growth Market, SAP
- Michelle Blair, Global Director, Corporate Responsibility, TE Connectivity
- Jeannette Weisschuh, Director of Economic Progress Initiatives, Corporate Affairs, Hewlett Packard
- Gianluca Pettiti, President, Thermo Fisher China
- Sean Murphy, Vice President, Global Procurement, Mattel
- Murray King, Vice President of Public Affairs for Shanghai Disney Resort
- Coco Zhang, Vice President, External Affairs, Mary Kay China
- Irmgard, Chief Representative, Country Manager Production, H&M China
- Jason Lo, Head of Strategy, Honeywell (China) Co., Ltd
- Ronnie Zheng, Executive Director, Enterprise Accounts & Integrated Solutions for North Asia, United Technologies
- Xu Lin, Executive Director, Access to Sport, Nike Greater China
- Jonathan Woetzel, Director, McKinsey & Company
- Michael Jacobson, Director, Corporate Responsibility Office, Intel
- Seok Lin Hong, Communications Director, Asia Pacific, Baxter
- Holy Ranaivozanany, Head of CSR, Huawei
- Shi Xiaorong, Head of Communications, eBay Greater China
- Callum Douglas, Director, Corporate Responsibility, PwC China & Hong Kong
- Jianzhong Lu, Partner, Brunswick Group

PAST SPEAKERS

Business and CSR Executives:

- Dr. Guo Peiyuan, Co-Founder & General Manager, SynTao
- Brian Ho, Sustainability Leader (China South, Hong Kong and Macau), Climate Change and Sustainability Services, EY
- Linda Du, Managing Director, APCO Worldwide
- Pei Yeíng Ong, Director of Investment, UOB Venture Management
- Ruidong Zhang, Senior Expert in Rural Government Affairs, Alibaba
- Jeroen de Groot, President, Metro China

NGO Leaders and Academics:

- Chorching Goh, Lead Economist, China, Mongolia, and South Korea, The World Bank
- Armin Bauer, Principal Economist, Asian Development Bank
- Michael Norton, Founder, Centre For Innovation In Voluntary Action
- Julie Broussard, Country Program Manager, UN Women China Office
- Wang Xingzui, Vice President, China Foundation for Poverty Alleviation
- Paul Chou, Chairman and President, Junior Achievement China
- Violet Lo, Founder & Chief Executive, Inclusive Business Lab
- Terry Nelidov, Managing Director, Erb Institute for Global Sustainable Enterprise, University of Michigan
- Judith Heumann, Special Advisor, International Disability Rights at the U.S. Department of State
- Lisa Minnella, Senior Director of Global Training and Programming, USA Girl Scouts Overseas
- Scott Miller, Director of Business Development, Sustainable Apparel Coalition

SPONSORSHIP OPPORTUNITIES

	Conference Sponsor	Booth Sponsor
Sponsorship rate	Member: RMB 50,000 Non-member: RMB 60,000	Member: RMB 20,000 Non-member: RMB 25,000
One speaking opportunity (subject to availability)	✓	
Conference tickets	2 passes	2 passes
Marketing booth at the conference*	✓	✓
Logo on conference backdrop	✓	✓
Corporate advertisements and logo in CSR case study booklet or Insight magazine	full page	half page
Corporate logo and hyperlink on conference webpage and conference announcement emails	✓	✓
Logo in past-event report on AmCham website	✓	✓
Additional benefits	Additional marketing exposure may apply at other CSR programs throughout the year (subject to availability)	

*A booth will be set up throughout the conference for each sponsor. Up to 2 staff will be permitted to manage the booth.

The company will be responsible for providing all materials for the booth and assembling the booth.

ACHIEVE YOUR CSR AND BUSINESS

Whether you are looking to reach event attendees or focus on partnerships, AmCham Shanghai provides the ideal platform to bring together the advertising marketplace and CSR engagement. Enhance your marketing efforts by putting your brand in front of the right people at the right time. Sponsorship opportunities for 2017 AmCham Shanghai CSR and Sustainability Forum are currently available.

- Gain Special Marketing Exposure
- Raise Your Company's CSR Profile
- Priority in Speaking Opportunities
- Develop Your Global CSR Reach
- Expand Your Network
- Grasp Business Opportunities
- Free Event Entrance





COMMITMENT FORM

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Please fill out the Commitment Form and fax it to the AmCham Shanghai office at (86 21) 6279-7643, attn: Zoe Zhang. For inquiries regarding sponsorship and partnership opportunities, please contact:

Zoe Zhang

Senior Manager, Business Development & Marketing

T: (86 21) 6279-7119 ext. 5667

E: Zoe.Zhang@amcham-shanghai.org

Daisy Lu

Manager, Corporate Social Responsibility

T: (+86 21) 6279-7119 ext. 5272

E: Daisy.Lu@amcham-shanghai.org

Company Name			
Contact Person		Email	
Tel		Fax	
Company Address			

Please indicate the sponsorship category that your company is interested in purchasing:

	Member	Non-member
<input type="checkbox"/> Conference Sponsor	RMB50,000	RMB20,000
<input type="checkbox"/> Booth Sponsor	RMB60,000	RMB25,000

By signing below, (insert company name) _____ agrees to the following terms and conditions as a sponsor for the 2017 AmCham Shanghai CSR And Sustainability Forum.

- The above sponsored cash donation is non-refundable once sponsorship has been confirmed.
- AmCham Shanghai will refund the sponsorship only if the event is cancelled.
- If cancellation occurs, AmCham Shanghai will not be committed to providing the above mentioned sponsorship exposure and acknowledgement

Signature: _____

Date: _____

Company Stamp: _____