

The logo for the International Chamber of Commerce Academy, featuring a blue circle with a white globe icon and the text "ICC INTERNATIONAL CHAMBER OF COMMERCE ACADEMY".

ICC
INTERNATIONAL
CHAMBER
OF COMMERCE
ACADEMY

**7th SUPPLY CHAIN
FINANCE (SCF)
SUMMIT**
9-10 MAY 2018
DUBAI



Sponsorship Opportunities

7th Supply Chain Finance (SCF) Summit

9-10 May 2018

Dubai

A photograph of the Dubai skyline at night, featuring the Burj Khalifa and the Burj Al Arab, with their lights reflecting on the water.

**Sponsorship Opportunities
2018**

Introduction

Companies are continually approached with sponsorship proposals offering unique opportunities to network, interact and promote their products and services. As an indication of the size of this market, in 2015, sponsorship was a 60 billion US dollar industry. Within this rapidly growing and complex ecosystem, it is getting more difficult to select a unique value proposition that suits each company. We at the ICC Academy acknowledge that, and do want to offer you something fresh and something specially for you. Of course, we won't leave behind some of the traditional things (let's be honest, sometimes you have to accept that the wheel has been already invented and it works well), but we do want to discuss what best suits your interests and budget from the new formats of sponsorship we can offer. But before we get there, please allow us to make a proper introduction of ourselves.

About the Academy

The ICC Academy is a ground-breaking e-learning platform brought to you by the International Chamber of Commerce (ICC), the world business organization. We offer online certifications and professional development services to meet the educational needs of banks, corporates and other organisations at the forefront of international trade.

We are part of the International Chamber of Commerce –the world's largest business organization with nearly 100 years of experience in defining commercial rules and standards to support international trade. With a global network of over 6 million members in more than 100 countries, the chamber works to promote international trade, responsible business conduct and a global approach to regulation through our unique mix of advocacy and standard setting activities – together with market leading dispute resolution services.

7th Supply Chain Finance (SCF) Summit

9-10 May 2018 (Dubai)

ICC Academy, the education arm of International Chamber of Commerce, will host its 7th Supply Chain Finance (SCF) Summit on 9 -10 May 2018 in Dubai. Leveraging on ICC Academy's extensive networks in the SCF industry, the academy's two-day flagship event is expected to gather more than 200 global trade finance specialists who will share their invaluable expertise in the new age of SCF.

The signature event will aim at providing a platform for global professionals, practitioners, and institutionalists to exchange insights and ideas on the latest developments and challenges in the supply chain industry. Participants will be able to gain valuable knowledge from in-depth panel discussions, examine key case studies and enjoy an array of dedicated networking opportunities.

Target audience (200-250 Delegates)

- Banking and financial services
- International trade and development
- Insurance and underwriters
- FinTech companies and services
- Legal services and consulting

Topics covered

Developed by a Content Committee set up specially for the SCF summit. The Committee includes the ICC Academy, Trade Advisory Network, ICC UAE and other experts from the ICC ecosystem.

The agenda will be carefully designed to address topics that are globally important from Asia and Europe perspective. The agenda is structured in a way to offer the participants as many takeaways and practical gains as possible.

Format

Two-days summit with a mix of panel discussions, case studies and presentations.

Past participating entitles include

ABN AMRO Bank	Cleary Gottlieb Steen	Cleary Gottlieb Steen
African Development Bank	Codix	Codix
African Export-Import Bank	Commerzbank	Commerzbank
ANZ Banking Group	Credit Agricole	Credit Agricole
Banco Bradesco Europa	Credit Suisse	Credit Suisse
Bank Al Etihad	Demica	Demica
Bank of China	Deutsche Bank	Deutsche Bank
Banque Nationale Du Canada	DNB Bank	DNB Bank
Barclays	Euro Banking Association	Euro Banking Association
BBVA	Exporta	Exporta
Beximco Limited	Garant Insurance	Garant Insurance
BIBBY	Gazprombank	Gazprombank
BNP Paribas	HSBC France	HSBC France
BRE Bank	ING Bank	ING Bank
Cairo Amman Bank	J.P. Morgan	J.P. Morgan
China Systems	Lloyds Banking Group	Lloyds Banking Group

Reasons why you will get an attractive ROI from this collaboration.

What are the most important reasons for people to attend events? To learn and to network. But people can't learn only by listening. Audiences need to be engaged by giving them opportunities to ask questions and to express their views. And they need a comfortable space to network. Acknowledging that, there are several steps we took to innovate our formats of running events:

- *World class knowledge.* Going back to the point about why people attend events and why we want to partner with you, we organize events only after making sure we raise topics that are important, topical and will foster a change. We are working with industry experts with remarkable background and experience in the field. However, as much as we are working with many subject matter experts, we want you to be engaged in this planning process by providing your inputs on the agenda and through your expert views in our panel discussions. This is how we think we could contribute to a community together.



- *Unique and personalized branding.* Would you like your company's logo to be on coffee cups, in the elevator, on the floor, on a table tennis, in livestream or maybe on the charging station? These are only a few of our ideas how we will make sure that your company stands out, but if you have your own - we will be more than happy to discuss everything from tissues to spaceships (we can't promise everything, but what we can promise is that we will come up with something designed for you)

- *Brain food.* Lunch will be where all guests will be divided in smaller groups by topics of their interest. Meaning that guests will have easier access to their peers and good food will be accompanied by informal and dynamic discussions among the group.

- *Engaging interactive arena.* We will make sure you and our guests can take a deep breath and relax a bit with a cup of coffee in a special area (possibly one branded by you), where you will be able to plan your meetings, network or even play table tennis.



- *Technology.* Within each of our events the Academy will create a Community within which guests of the event will be able to communicate and arrange meetings with each other. Mobile app will allow participants to engage in the debates by voting, but for organizers will assist to collect data for further analysis to our sponsors and partners.

Co-Partner



Hosting Partner



Partners



Sponsors



Media Partners



Levels of partnership and the benefits

(prices are in the USD)

BENEFITS	GOLD \$16 000	SILVER \$12 000	BRONZE \$8 000
Opportunity to submit a speaker	1	1	
Complimentary passes to staff and corporate clients	8	4	2
Reduced rate entries (-40% reduction)	Unlimited	5	2
Individual supporter of a panel	x		
Early access to the list of participants	x	x	
Mentioning in the opening of the event	x	x	
Booth space/Table Top	x	x	
Options to distribute branded products to participants	x	x	x
Information about the company in event's brochure	x	x	x
Name and logo recognition on printed materials and in the event's webpage	x	x	x
Short video commercial during coffee breaks ¹	x	x	x

And there's more

(prices are in the USD dollars)

Opportunities	STARTING PRICE
Corporate workshop, client luncheon	\$4 000
Sponsorship and corporate host for social activities (cocktail, break-out dinner)	\$15 000
Sponsorship for a roundtable	\$4 000
Charging-point sponsor	\$3 000
Coffee sponsor	\$3 000

¹ Company's / institution's prepared video about latest solutions, products and or achievements

Mobile app sponsor	\$5 000
Lounge sponsor	\$6 000
Sponsored content (articles/blog)	\$3 000
Registration sponsor	\$10 000

Still didn't find what you were looking for?

Recognizing that each company has its annual budget and priorities we offer to partnership on your preferred level allowing your company to choose any amount of sponsorship. Based on your possibilities, ICC Academy will prepare an individual proposal for your consideration.

Contact us to be part of the event!

Sashirekka Rountan

Senior Sales Manager

T: +65 6805 9459

M: +65 9636 0730

E: sashi.rountan@icc.academy

W: www.icc.academy

Gilbert Ong

Sales Manager

T: +65 6805 9455

M: +65 9639 1835

E: gilbert.ong@icc.academy

W: www.icc.academy