



# ICC ACADEMY SPONSORSHIP OPPORTUNITIES 2019

## 8<sup>th</sup> SUPPLY CHAIN FINANCE SUMMIT

27 - 28 FEBRUARY 2019  
SINGAPORE

“Leveraging on our extensive network 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 to exchange insights and ideas on the latest developments and challenges in the supply chain industry.”

**DANIEL KOK**

General Manager, ICC Academy



Quality learning from the world  
business organization

## 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 2018, sponsorship spending is predicted to amount to 65.8 billion dollars, up from 62.7 billion a year earlier. 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.

## 8<sup>th</sup> Supply Chain Finance Summit

27-28 February 2019, SINGAPORE

The educational arm of the International Chamber of Commerce (ICC), the ICC Academy will host its 8th Supply Chain Finance Summit on 27-28 February 2019 in Singapore. Leveraging on its 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.

As Asia's principal trade and financial hub, Singapore has the potential to shape the development of regional supply chain financing. After the success of the Academy's SCF summits in the last 3 years, it is no wonder that the event would return to the island city-state, confirming its global status and marked industry growth.

Designed to cover topics that are globally important from an Asia-Pacific perspective, the signature event will provide 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.

### Why stakeholders attend the ICC Academy's Supply Chain Finance Summit?

- Well researched, tailor made agenda in line with the needs of the industry, carefully designed to address topics that are globally important from Asia and Europe perspective.
- Content delivery by handpicked panel of industry, consulting and academician speakers.
- Judicious mix of practical case studies, interactive panel discussions and expert keynotes for comprehensive learning
- An exclusive gathering of more than 200 stakeholders

### Global Reach

The summit will be actively marketed to the ICC exclusive global network of 20,000 contacts and the Academy's 2000 members in the database.

Past participating entities include:

Thomson Reuters	Ernst & Young	Deloitte
Royal Bank of Scotland	Gulf Petrochem Group	Asia Capital Reinsurance Group
Bank of America Merrill Lynch	Glencore Singapore	Accenture
OCBC Bank	Chem China Singapore	Phillips 66 International Trading
UniCredit Bank AG	Symantec	KMP Private Ltd
Standard Chartered Bank	ANZ Banking Group	Allen & Gledhill
MUFG	Wilmar International Limited	Chevron International Pte Ltd
United Overseas Bank	Coface	AgroCorp International
Emirates NBD	Simmons & Simmons	Daxin Petroleum
Nordea Bank	Euler Hermes Singapore	Reliance Global Energy Services
BNP Paribas	J.P. Morgan	Barclays
DBS Bank	Accuity	Monetary Authority of Singapore (MAS)
DZ Bank AG	Bank of China	The Bank of Nova Scotia
Natixis	Lloyds Bank	National Australia Bank
Maybank	Shell International Eastern Trading Company	Bibby Financial Services
United Overseas Bank	China National Chemical Corp	SWIFT

Target audience (200-250 Delegates)

- Financial Institutions
- Multilateral Development Banks
- Export Credit agencies
- Government Organisations
- Corporate treasurers
- Chief Financial Officers
- Independent Financiers
- Insurance brokers and underwriters
- Lawyers and consultants
- Fintech companies & service providers

## Why sponsor the 8<sup>th</sup> Supply Chain Finance Summit 2019?

- Brand awareness and recognition, where we integrate your company logo and messaging with the event's marketing collaterals and platform
- Stand out from the crowd by having an onsite presence at the event
- Create, develop and enhance credibility by getting involved in the world business organisation - International Chamber of Commerce (ICC) event.
- Develop and strengthen relationship with key clients and stakeholders
- Engage with senior-level decision makers actively seeking solutions.
- Impart ideas and thought leadership amongst leading banks and financial institutions.
- Unparalleled networking opportunities through face-to-face discussion

## Format

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

## 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, 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.

## Levels of partnership and the benefits

(prices are in the USD)

BENEFITS	GOLD USD \$16000	SILVER USD \$12000	BRONZE USD \$8000
Opportunity to submit a speaker	2	1	
Complimentary passes to staff and corporate clients	8	4	2
Reduced rate entries (-40% reduction)	Unlimited	5	2
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 <sup>1</sup>	x	x	x

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

## And there's more

(prices are in the USD dollars)

Opportunities	STARTING PRICE
Corporate workshop, client luncheon	USD \$4000
Sponsorship and corporate host for social activities (cocktail, break-out dinner)	USD \$15000
Exhibition space	USD \$5000
Mobile app sponsor	USD \$5000
Lounge sponsor	USD \$6000
Sponsored content (articles/blog)	USD \$3000
Registration sponsor	USD \$5000

### Brand visibility on recorded panel discussion

The ICC Academy is introducing a new sponsorship opportunity for companies looking for brand visibility. All panel discussions will be recorded and be available on the company website, after the event. Sponsors can choose which panel they will like to sponsor and have their branding, on that particular recorded panel discussion, for a period of six months, available on our website (via YouTube)

#### Benefits

- Company logo on the panel discussion recording
- 1 complimentary delegate pass
- 20% off the original price on the subsequent ticket purchase

#### Price

USD \$4000  
(for each panel discussion recording)



Past Sponsors

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Still didn't find what you were looking for?

Recognizing that each company has its annual budget and priorities we offer 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!

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