2017 Sydney China Business Forum
Capitalising on China’s digital revolution
Forest Stewardship Council (FSC®) is a globally recognised certification overseeing all fibre sourcing standards. This provides guarantees for the consumer that products are made of woodchips from well-managed forests, other controlled sources and reclaimed material with strict environmental, economical and social standards.
2017 Sydney China Business Forum
Partnership opportunities

A forum to explore the opportunities and implications of China’s digital revolution.

The University of Sydney’s China Studies Centre works in partnership with China in areas such as its political and economic development, industry trends and its impact on, and relations with, Australia and the world.

The centre develops local and international networks. It engages with and consults to business and government to provide briefings, advice and lead positive change. With more than 200 academic members across various disciplines, the centre is uniquely placed to facilitate cross-disciplinary research collaborations on wide-ranging themes.

It also runs regular public events with leading academics and commentators to share and discuss recent developments in China or involving China.

The Sydney China Business Forum, in its seventh year, is the flagship event of the University of Sydney’s China Studies Centre. The centre will run this year’s forum in collaboration with the University of Sydney Business School.

The one-day forum will be held in the Grand Ballroom at the Four Seasons Hotel, conveniently located in the Rocks precinct, overlooking Sydney Harbour. This year’s event will bring together more than 300 high-profile entrepreneurs, academics and government representatives from China and Australia.

Speakers will provide unique case studies and insights into the ever-evolving digital landscape and consider:

- How do perceptions of digitisation differ in China and the West?
- What is the next step for China’s Internet Plus initiative?
- What are the opportunities and risks for Australian brands in China in the evolving digital economy?
- What are the opportunities and risks for Chinese businesses expanding into the Australian market?
- Will China’s growth in digitisation need government intervention?
- As the Chinese Government encourages commercial application of artificial intelligence in all sectors, what does it mean for Australia?
- What is the future of robotic technology in aerospace, agriculture, defence, marine, medical, mining and other areas, and what are the risks?
Forum agenda

The 2017 Sydney China Business Forum includes a daytime forum, luncheon, keynote speeches, tea breaks and evening networking drinks.

Registration

Master of Ceremonies
Ms Ticky Fullerton, Sky News

Acknowledgement of Country

Welcome and opening of the forum

Welcome by the City of Sydney

Keynote speech 1

Report launch

Keynote speech 2

Morning tea break

Panel 1
Role of government and policymakers

- How can policymakers translate opportunity into reality?
- Privacy in the age of big data
- What role does digitisation play in urban planning and a carbon-constrained future? Should governments be involved?
- The digital economy in China’s 13th Five-Year Plan
- Will China’s growth in digitisation need government intervention?

Keynote speech 3

Panel 2
Digitisation, robotics and artificial intelligence

- The latest in smart manufacturing and robotics in China
- What does the commercial application of artificial intelligence in China mean for Australia?
- What are the trends and risks of robotic technology in the aerospace, agriculture, defence, marine, medical and mining sectors?

Luncheon with keynote speech

Keynote speech 4

Panel 3
Smart cities: sustainable and digitised living

- How can the Internet of Things help cities face the challenges of growing populations?
- What is the role of robotics and artificial intelligence in building smart cities?
- The Chinese Government has introduced several guidance notices on smart cities in China. What opportunities and barriers do these represent for Australian businesses in China?
- The role of big data in smart cities.

Afternoon tea break
Keynote speech 5

Panel 4
China’s ‘Internet Plus’ strategy: challenges and opportunities

- China’s digital transformation and the impact of the internet on its productivity and economic growth
- How do perceptions of digitisation differ in China and the West?
- What is the next step for China’s ‘Internet Plus’ initiative?
- What are the opportunities and risks for Australian brands in China in the evolving digital economy?
- What are the opportunities and risks for Chinese businesses expanding into the Australian market?

Closing remarks

Networking cocktails
Why sponsor?

Partnering with the 2017 Sydney China Business Forum enables you to demonstrate leadership in the Australia-China partnership.

The forum offers:

- a credible platform to promote your company as a leader in strengthening Australia-China business relations
- access to more than 300 influential and engaged delegates
- connection with leading industry professionals
- visibility and endorsement of your company’s leadership position among key stakeholders
- an opportunity for your company to support the China Studies Centre’s initiatives publicly and build deep bilateral links between Australia and China
- an opportunity to share and highlight your company’s vision, commitments and strategies at this international event.
Partnership categories

The 2017 Sydney China Business Forum will feature a daytime forum that has networking tea breaks and a gala lunch, followed by evening networking drinks.

There are three partnership categories: Platinum Partner, Gold Partner and Silver Partner.

**Platinum Partner**

One opportunity

**Financial contribution ($A)**

$55,000 (excluding GST)

**Benefits**

**Ticketing:**

- two tables at the forum, networking lunch and cocktail event (up to 20 registrations).

**Brand recognition***:

- inside front cover full-page advertisement in forum booklet
- logo and 100-word organisational profile in forum booklet
- option to provide a promotional video (up to two minutes), with visual and subtitles playing on loop in the networking foyer area**
- equivalent of four-page A4 marketing material in forum attendee folder
- one other approved piece of marketing collateral; for example, branded USB or pen (to be agreed with forum organiser)
- two pull-up banners supplied by the organisation, one on stage and the other in a choice of two locations***
- logo on event webpage and event registration page reflecting partnership level, linking to partner’s website
- logo on event pull-up banner on stage, reflecting partnership level
- recognition as Platinum Partner on official media releases
- acknowledgement during opening ceremony
- option to launch a joint report with the University of Sydney’s China Studies Centre at the forum.

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* Brand recognition includes exclusive rights to distribute the video in the networking foyer area.
** Equivalent to four-page A4 marketing material in forum attendee folder.
*** Additional location requires an extra charge. Please contact the forum organiser for details.
Gold Partner

Three opportunities

Financial contribution ($A)
$35,000 (excluding GST)

Benefits
Ticketing:
- one table at daytime forum, networking lunch and cocktail event (up to 10 registrations).

Brand recognition:
- full-page advertisement inside forum booklet
- one pull-up banner (supplied by the organisation) in a pre-determined high-traffic location***
- logo and 70-word organisational profile in forum booklet
- equivalent of two-page A4 marketing material in forum attendee folder
- logo on event pull-up banner on stage reflecting partnership level
- logo on event webpage and event registration page reflecting partnership level, linking to partner’s website
- pull-up banner (supplied by the organisation) in a pre-determined high-traffic location***
- acknowledgement during opening ceremony.
Silver Partner

Four opportunities

Financial contribution (A$)
$10,000 (excluding GST)

Benefits
Ticketing:
- five registrations for the daytime forum, networking lunch and cocktail event.

Brand recognition*:
- logo on event pull-up banner onstage reflecting partnership level
- half-page advertisement in forum booklet
- logo and 40-word blurb in forum booklet
- logo on event webpage and event registration page reflecting partnership level, linking to partner’s website
- equivalent to one-page A4 marketing material in forum attendee folder
- acknowledgement during opening ceremony.

Other supporters

Other organisations with an interest in the Australia-China business relationship will also be approached to help promote and extend the event’s outreach. These in-kind supporters’ logos will appear on the official event webpage.

All financial partners will be provided with a post-forum report that will include key highlights of the event and media results. This report will be sent to partners within 60 days of the event.

*Dependent on gaining high-resolution logo and/or item by deadline(s) indicated by the University of Sydney’s China Studies Centre.

**Video will be shown on a screen in the foyer area where attendees network, therefore no sound will be available.

***Pull-up banners to be 2mx1m, supplied by the partner.
The Sydney China Business Forum, now in its seventh year, is the flagship event for the University of Sydney’s China Studies Centre.

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