



THE UNIVERSITY OF
SYDNEY
—
China Studies
Centre

2018 Sydney China Business Forum

China's healthy cities – opportunities
and challenges for Australian business



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2018 Sydney China Business Forum

Partnership opportunities

This year's forum will explore the opportunities and implications of China's urbanisation.

The University of Sydney's China Studies Centre works with partners in China to better understand China's global impact and improve cooperation and relations. As the University's facilitator for all forms of China-focused research, the centre is uniquely placed to drive multidisciplinary discoveries and collaboration.

With around 245 academics working closely with their research partners in China in areas such as health, engineering, humanities, society, politics, economics, and infrastructure development, the centre provides opportunities to strengthen academic exchange with Chinese partners and influence public discussion of contemporary China and Australia's engagement with China.

It provides funding for China-related research across the University, and support for student mobility projects to China. The centre develops local and international networks, reaches out to and advises government, business organisations, and cultural institutions. It also runs regular public events with leading academics and commentators to share and discuss recent China developments and reshape the nature of public debates regarding China.

For more information, please visit

– sydney.edu.au/china-studies-centre

Professor Hans Hendischke,
Professor of Chinese
Business and Management,
The University of Sydney
Business School

The Sydney China Business Forum, now in its eighth year, is the flagship event of the China Studies Centre. We are proud to run this year's forum in collaboration with the University of Sydney Business School and the Charles Perkins Centre (which focuses on obesity, diabetes, cardiovascular disease and related conditions).

The one-day forum will be held in the Grand Ballroom at the Four Seasons Hotel, conveniently located on George Street in the Rocks precinct, overlooking Sydney Harbour.

The event will bring together high-profile business executives, entrepreneurs, academics and government representatives from China and Australia. Speakers from both countries will provide their insights, experience and solutions to urban issues such as connectivity, food safety, city development and lifestyle changes.

For more information on the Sydney China Business Forum, past and present, please visit:

– sydney.edu.au/sydney-china-business-forum



Forum agenda

The 2018 Sydney China Business Forum will include keynote speeches, a daytime forum, luncheon, panel discussions, tea breaks and evening networking drinks.

Our ambition is to tackle the consequences of urbanisation in those sectors in which collaboration between academia, industry and policymakers is increasingly essential.

The forum, co-organised by the University of Sydney China Studies Centre, the University of Sydney Business School and the Charles Perkins Centre, will cover:

- how urbanisation is impacting China's capacity to feed a population that will need to rely on more efficient agriculture
- changes in food consumption demanded by a growing middle class with changing tastes and a more obvious attention to food safety
- environmental challenges faced by rapidly growing cities, including remedying pollution, purifying water systems and decontaminating soil
- consequences of new urban lifestyles on population health, and how new transport patterns and nutrition transitions are affecting overall health of the urban population
- solutions already underway, ideas for the future, and the concerns of policymakers for creating healthy cities
- how technology and modern practices may be improving sustainability in cities and the practical challenges and solutions offered by smart technologies
- sustainable urban plans in both China and Australia, and the mutual lessons they offer
- healthcare needs of ageing populations and how urbanisation is accelerating demographic trends and transforming consumption patterns, and what this means for access to health services.

The forum offers the opportunity to:

- network with high-profile entrepreneurs, executives, government representatives and academics to discuss issues at the heart of China's urbanisation;
- gain greater knowledge and capacity to meet market demands, work with Chinese businesses and attract investment.

Order of proceedings

Registration

Welcome by Master of Ceremonies,
Ms Ticky Fullerton, Business Presenter,
Sky News Business

Acknowledgement of Country

Opening of the forum

Keynote speech 1

Panel 1

*The footprint of urbanisation:
Air, water and soil*

Morning tea break

Keynote speech 2

Panel 2

Unhealthy urban ways: food, diet and lifestyle

Luncheon with keynote speech

Case studies

*A tale of two cities –
an Australian story and a China story*

Keynote speech 3

Afternoon tea break

Keynote speech 4

Panel 3

*Cities as sites of innovation: smart
technologies and future scenarios*

Closing remarks

Networking cocktails



Top: Ms Ticky Fullerton, Master of Ceremonies
Below: 2017 Sydney China Business Forum



Why partner with us?

Partnering with the 2018 Sydney China Business Forum enables you to demonstrate leadership in building Australia-China business relations, and positions your organisation as an industry leader.

The forum offers:

- a credible platform to promote your company as a leader in strengthening Australia-China business relations
- a valuable opportunity to consolidate customer relations by inviting your key clients to the event
- access to influential and engaged delegates from China and Australia
- connection with leading industry professionals
- visibility and endorsement of your company's leadership position among key stakeholders
- an opportunity for your company to publicly support the China Studies Centre's initiatives, 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.



Mr Adrian Turner
CEO, Data61

Partnership categories

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



Top: Belinda Hutchinson AM, Chancellor, The University of Sydney
Below: Mr Danny Zhang, Co-founder and Director, InnoQuantum Capital Management

Platinum Partner

One partnership available at this level

Financial contribution

A\$55,000 (excluding GST)

Benefits

Ticketing

- Two corporate tables at the daytime forum, networking lunch and cocktail event (up to 20 registrations)

Brand recognition¹

- Full-page advertisement on the inside front cover of the forum booklet being distributed to all attendees
- Logo and 100-word organisational profile in forum booklet
- Option to provide a promotional video up to two minutes in duration, playing on loop with subtitles in the foyer networking area²
- Option to provide the equivalent of four pages of A4 marketing material in forum attendee folder
- One other approved piece of marketing collateral (for example, a branded USB or pen – to be agreed with forum organisers)
- Two pull-up banners (supplied by the partner), one onstage and another in a choice of two locations³
- Logo on event webpage and event registration page reflective of partnership level, linking to partner's website
- Logo on event pull-up banner on stage reflecting partnership level
- Recognition as Platinum Partner on official event media releases
- Acknowledgement during opening ceremony
- Option to launch a joint report with the University of Sydney's China Studies Centre at the forum.



iStock/pat138241

Gold Partner

Three partnerships available at this level

Financial contribution

A\$35,000 (excluding GST)

Benefits

Ticketing

- One corporate table at the daytime forum, networking lunch and cocktail event (up to 10 registrations)

Brand recognition¹

- Full-page advertisement in forum booklet being distributed to all attendees
- Logo and 70-word organisational profile in forum booklet
- Option to provide the equivalent of two-pages of A4 marketing material in forum attendee folder
- One pull-up banner (supplied by the partner) in a predetermined, high-traffic location³
- 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
- Acknowledgement during opening ceremony.

¹ Dependent upon gaining high-resolution logo and/or item by deadline(s) indicated by the University of Sydney's China Studies Centre.

² Video will be shown on a screen in the foyer area where attendees network, therefore sound will not be available.

³ Pull-up banners need to be supplied by the partner at a size of 2m x 1m.

Silver Partner

Four partnerships available at this level

Financial contribution

A\$10,000 (excluding GST)

Benefits

Ticketing

- Five registrations at the daytime forum, networking lunch and cocktail event

Brand recognition¹

- Half-page advertisement in forum booklet being distributed to all attendees
- Logo and 40-word organisational profile in forum booklet
- Option to provide the equivalent of one A4 page of marketing material in forum attendee folder
- Logo on event webpage and event registration page reflecting partnership level, and linking to partner's website.
- Logo on event pull-up banner onstage reflecting partnership level
- Acknowledgement during opening ceremony.

¹ Dependent upon gaining high-resolution logo and/or item by deadline(s) indicated by the University of Sydney's China Studies Centre.



Feedback

We will provide all partners (platinum, gold and silver) with a post-event report that will include highlights from the day and media results. We will send this to you within 60 days of the event.

In-kind support

We will also approach various organisations with an interest in the Australia-China business relationship to promote and extend the event's outreach. Logos of our in-kind supporters will be included on the official event webpage.



Top: Professor Gregory Whitwell, Dean, The University of Sydney Business School and Mr Jeongmin Seong, Senior Fellow, McKinsey & Company
Below: Expert panel on the role of government and policymakers



**Now in its eighth year, the Sydney
China Business Forum is the flagship
event for the University of Sydney's
China Studies Centre.**

Contact us

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