



**BENCHAM**  
BENELUX CHAMBER  
OF COMMERCE  
IN CHINA

# Be Connected! BenCham Shanghai



The Benelux Chamber of Commerce (BenCham) is a business community that creates opportunities to maximize benefits for organizations and professionals to succeed and lead in China.

# BenCham: What can we do for you?

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Connect

## Connect

Get connected to relevant people and organizations to create opportunities for you to succeed and lead in China.

Community

## Community

Be part of a tight-knit community to exchange knowledge and experiences with peers in all fields of industries.

Content

## Content

Join content driven events on a variety of topics, which enable you to stay current on trends and changes.

# Connect

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**Weekly Meet & Greet**

**Match Making**

**Visiting delegations**

**Peer2Peer Mentoring**

# Connect

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## **Matchmaking**

We facilitate matchmaking between professionals who are in similar industries or who are facing comparable challenges. We also actively focus on cooperation opportunities, connecting our members to potential business partners.

## **Access to our membership database**

BenCham offers you immediate access to our members nationwide.

## **Meet & Greet**

We link and refer members to our existing members, to meet peers and professionals in a fun, productive social environment. Members have become the experts of today, and can inspire the new members of the BenCham community.



# Connect – Visiting delegations

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## **A glance of the delegations in 2015:**

- Prime Minister Rutte accompanied by Mrs. Mansveld Minister for Environment
- King Philippe & Queen Mathilde accompanied by the Minister for Foreign Affairs, Minister-Presidents of the Regions and a delegation of 100 CEOs and Presidents of the main universities.
- Majesty Willem Alexander, King of the Netherlands accompanied by Minister of Foreign Affairs Bert Koenders, Minister for Agriculture Sharon Dijksma and five economic missions, existing of 140 companies and around 240 people.
- Mrs. Jodogne, Secretary of State of the Brussels-Capital Region.  
.... and many more!

## **Events we organised for the visiting delegations**

- CEO Delegation luncheon
- Belgian National Day celebrations
- Party for Dutch Royal Delegation
- Special occasion for BenCham members to meet the Dutch delegation
- Leading Women Breakfast

# Community

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**New Years Drink**

**BenCham Gala**

**Welcome Back to  
Business Cocktail**

**Best of BenCham**

# Community – Annual Gala Ball

The Gala Ball connects people from the BenCham community together and celebrates the growing impact that Benelux companies have in China.





# Community – Best of BenCham

The Best of BenCham Award Ceremony acknowledges Benelux companies achieving outstanding results in China.



# Content

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## Platforms

CFO lunch  
HR breakfast  
CSR round table  
Food & Beverage

## Ask the experts

Legal  
Accounting  
IPR  
People

## The secrets of ...

Marketing  
Leadership  
E-Commerce  
Consolidation

## Strategic update

Finance  
HR / Talent Management  
Doing business in China  
Innovation



# Content

## A glance of our activities and events

These content-driven events are fueled by recent business cases and designed to share knowledge and best practices in focused business areas. We actively seek participation of our members in platforms, ensuring relevant content and support in key areas. When we work together, we achieve more.

Around 40 events will take place every year!

### Lectures of:

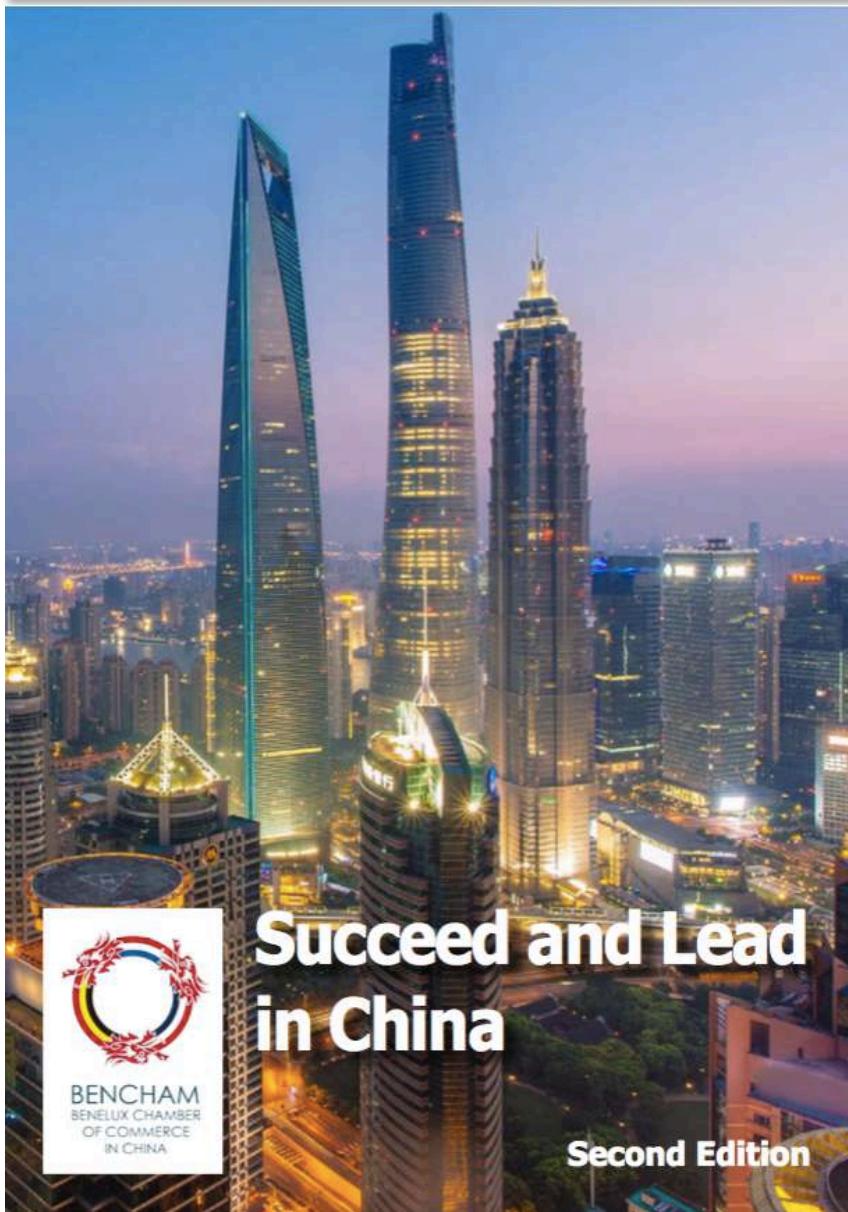
- Jan Peter Balkenende - Previous Prime Minister of the Netherlands – Partner YE
- Karel Eloot – Senior Partner McKinsey & Company
- Joris Luyendijk – Autor of the book: ‘Het kan niet waar zijn’ (Swimming with the Sharks).
- Global Head of Financial Markets Research and Head of Financial Markets Research Asia-Pacific at Rabobank
- 



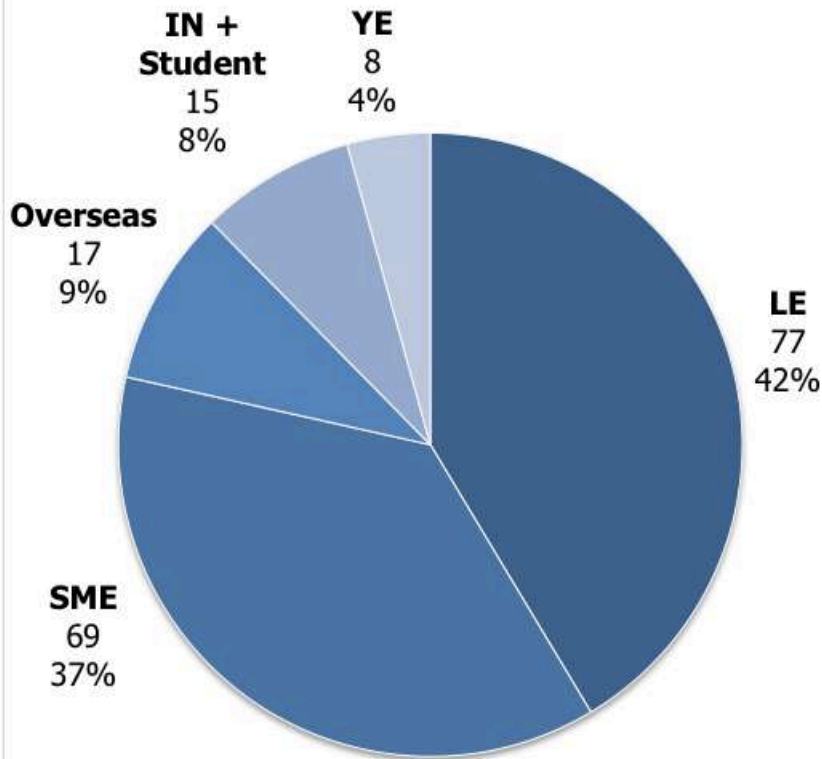
# Succeed and Lead In China Guide

## Succeed and Lead in China guide

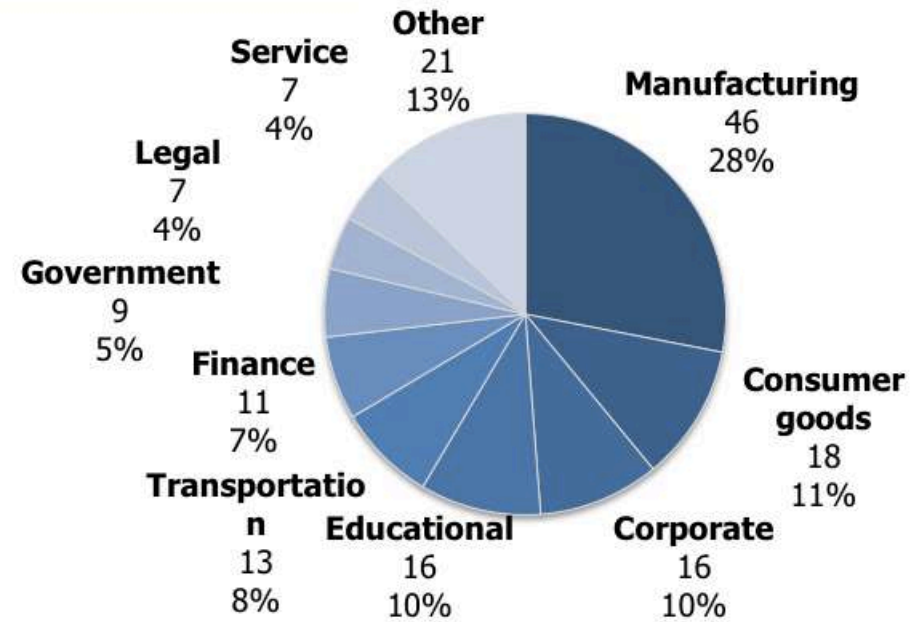
Succeed and Lead in China is written by BenCham members for fellow business people. It consolidates knowledge from many experienced practitioners and presents it to those who are new to China or want to know more about China.



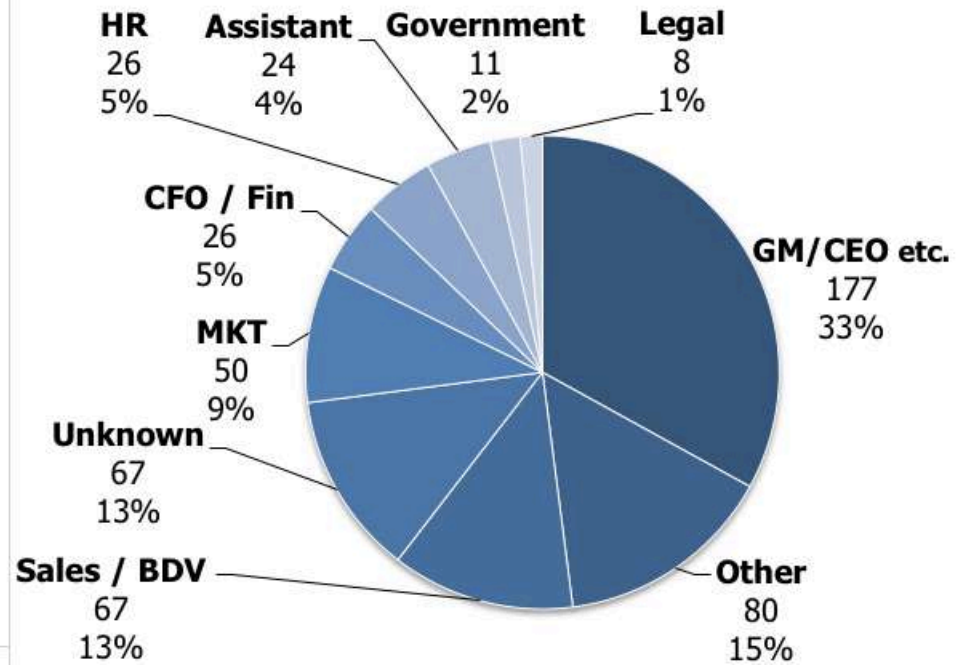
## Members – company type



## Members – industries



## Contacts - positions



# A glance of our members



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Rabobank



Messe München



# BenCham membership fee

	1 Chapter	2 Chapters	All China (3 Chapters)
<b>Large Enterprise</b>	6.600 RMB	11.000 RMB	14.000 RMB
<b>Small &amp; Medium Enterprise (11-500 employees worldwide)</b>	5.200 RMB	8.800 RMB	11.000 RMB
<b>Small Enterprise Micro (1-10 employees worldwide)</b>	3.000 RMB	-	-
<b>Oversees members</b>	-	-	5.200 RMB
<b>Individual members</b>	1.575 RMB	-	-
<b>Student members</b>	525 RMB	-	-

All prices are excluding 3% VAT

# BenCham Sponsorship

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As a sponsor of BenCham your company is guaranteed more visibility and exposure. Your company will be prominently present at every BenCham event or activity.

Your logo will be included in all communication channels and materials:

- Team members' signature
- BenCham promotional materials
- BenCham presentations and banners for all events
- Mentioned by moderator at BenCham's major events
- Advertisement in BenCham communications (national newsletter and weekly update)

## **Tailored sponsor package**

Haven't found what you are looking for?

Mix & match the benefits that fit your company most.

BenCham offers tailor-made sponsor packages built on your expectations.

We are happy to meet and discuss how we can maximize your investment!



# BenCham Sponsorship overview



*As a partner of the BenCham, your company is guaranteed with more visibility and exposure.*

	Platinum	Gold	Silver
National Sponsor Shanghai - Beijing - PRD	¥ 150.000 RMB	¥ 100.000 RMB	¥ 50.000 RMB
Sponsor Shanghai Chapter	¥ 90.000 RMB	¥ 60.000 RMB	30.000 RMB

All prices are excluding 3% VAT

# Thanks to our National Sponsors



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## GOLD

**PHILIPS**

**webpower**<sup>®</sup>  
marketing gets personal

## SILVER

**ING** 

  
**Rabobank**

 **ABN·AMRO**

  
**Messe München**



  
**FrieslandCampina** *nl*

# Structure BenCham Shanghai



**BENCHAM**  
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## **Board of Directors**

Chairman: Wilco Hendriks  
(22 Directors + 3 Consuls General)  
Strategy of BenCham (quarterly)



## **Executive Committee**

President: Lionel Orens  
(6 Board of Directors)  
Execution of the strategy of BenCham (monthly)



## **BenCham Team**

General Manager: Mariet Elshof  
(5 Team members)  
Daily operation



## Board of Directors and Executive Committee



## Board of Directors



# Honorary members of the Board

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Consulate General of the Kingdom  
of Belgium in Shanghai



**Mr. Paul Lambert**  
Consul General of the  
Kingdom of Belgium



Kingdom of the Netherlands



**Mrs. Anneke Adema**  
Consul General of the  
Kingdom of the Netherlands



GRAND-DUCHÉ DE LUXEMBOURG  
Consulat général à Shanghai



**Mr. Luc Decker**  
Consul General of the  
Grand Duchy of Luxembourg

# BenCham Team

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Mariët Elshof  
*General  
Manager*



Stefanie Candela  
*Deputy  
General Manager*



Sherry Wu  
*Event  
Manager*



Lisanne Koolen  
*Membership &  
Marketing Officer*



Teresa Liu  
*Finance  
Officer*

We are happy to support you!



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