



EXHIBITION

展览

CONFERENCE

论坛

NETWORKING

交流

# AUSTRALIA-CHINA ECONOMIC TRADE & INVESTMENT EXPO

## 2026 澳中博览会

2026

10-12 September 2026  
2026年9月10-12日

Melbourne Convention &  
Exhibition Centre  
澳大利亚 墨尔本会展中心



Australia-China Expo Inc.



澳大利亚中国总商会  
China Chamber of Commerce in Australia



Australia China Business Council  
澳大利亚中国工商业委员会



The Hon Andrew Robb AO  
Former Australian  
Minister for Trade and  
Investment  
安德鲁·罗布阁下  
前澳大利亚贸易投资部长

## Welcome Message from the Committee Chair

On behalf of the ACETIE Organising Committee, I am honored and delighted to welcome you to the Australia-China Economic Trade & Investment Expo (ACETIE) 2026 in Melbourne, Australia.

The ACETIE was jointly founded by business figures from both Australia and China. Held annually for nine years, it has become a landmark platform for trade and economic exchanges between the two countries. The 2026 ACETIE will further promote the deep integration of the business communities of both nations, lead trends, facilitate solid connections, and present a brand-new look for the bilateral trade and business exhibition.

Trade between China and Australia has significantly increased over the past two decades, making China our largest trading partner. Australia has also become a key trading partner of China due to their complementary strengths.

At the same time, exchanges and cooperation between the two countries in emerging industries such as healthcare, new energy, environment and high technology are also increasingly strengthening. The development of Australia-China economic and trade relations serves the mutual interests of both nations.

The ACETIE is proudly supported by the Australian Federal Government and the Victorian State Government. We sincerely appreciate the Australia China Business Council and China Chamber of Commerce in Australia for their dedicated partnership and contributions to this significant event.

We also extend our heartfelt thanks to all those who have contributed to making the ACETIE 2026 an outstanding success: our sponsors, speakers, exhibitors, volunteers, and all participants. We hope you enjoy and gain great value from your time with us.

Sincerely,

Hon Andrew Robb AO  
Chair of the ACETIE Organising Committee

我谨代表澳中博览会组委会，热忱欢迎您参加即将在澳大利亚墨尔本举行的2026澳中博览会。

澳中博览会由澳中商界人士携手创办，一年一度，历时九载，已经成为澳中经贸交流的标志性平台。2026澳中博览会将进一步推进中澳商界深度融合，引领潮流，扎实对接，呈现一个风貌全新的双边商贸大展。

近二十年来，中澳贸易显著增长，澳大利亚对中国的出口大幅增加，使中国成为澳大利亚最大的贸易伙伴。由于双方的互补优势，澳大利亚也成为了中国的重要贸易伙伴。

两国在诸如医疗保健、新能源、环保及科技等新兴产业领域的交流合作也日趋加强。事实证明，澳中经贸发展的稳定发展，是两国人民的福祉。

澳中博览会一直得到澳大利亚联邦政府和维多利亚州政府的大力支持。感谢澳大利亚中国工商业委员会和澳大利亚中国总商会的合作和贡献。

也诚挚地感谢本次博览会的赞助商、演讲嘉宾、参展商、参观者、工作人员及所有参与者。愿大家共襄盛举，携手共赢。

安德鲁·罗布  
ACETIE组委会主席

## Message from the Representative Office of CCPIT in Australia

我谨代表中国国际贸易促进委员会驻澳大利亚代表处向2026年澳中博览会致以热烈祝贺。

近年来，在两国领导人的战略引领下，中澳合作蛋糕不断做大，双边贸易额再创新高。双边高层互访，增进了了解，签署了一批促进两国经贸合作的协议，有助于双方进一步深化自贸协定框架下的合作，继续发掘协定潜能，推动中澳经贸关系稳定健康发展。澳中博览会借助中澳自贸协议实施，为推动双边经贸交流、服务两国商界利益发挥积极作用。

中国贸促会作为中国最大的国家级贸易投资产业促进机构，一直致力于发挥好联通政企、融通内外、畅通供需的作用。由中国贸促会主办的第三届链博会于2025年7月16日至20日在北京举办，共有1200家中外企业和机构参展，境外参展商占比从首届的26%上升到35%，共签署合作协议、意向协议6000多项。我们邀请澳大利亚工商界积极参与下一届链博会，助力企业抢抓市场机遇、投资机遇、增长机遇。

2026年澳中博览会作为两国商业交流的关键平台之一，为推动两国工商界进一步深化合作、增进友谊提供了宝贵机会。我祝愿参会企业都能在此获得商机，不虚此行！



Mr Lei Ma  
Representative,  
CCPIT,  
Chief Representative Office in Australia

马磊  
中国国际贸易促进委员会  
驻澳大利亚代表处首席代表

On behalf of the China Council for the Promotion of International Trade Australia Office, I would like to extend warm congratulations on Australia-China Economic Trade & Investment Expo 2026 (ACETIE).

In recent years, under the strategic guidance of the leaders of both countries, the “cooperation pie” between China and Australia has continued to grow, and bilateral trade has reached record highs. High-level exchanges have enhanced mutual understanding, and a series of agreements promoting bilateral economic and trade cooperation have been signed. These agreements help both sides further deepen cooperation under the framework of the Free Trade Agreement, continue to explore its potential, and promote stable and healthy development of China-Australia economic and trade relations. ACETIE, leveraging the implementation of the China-Australia Free Trade Agreement, plays an active role in promoting bilateral economic and trade exchanges and serving the interests of the business communities in both countries.

As China's largest national trade and investment promotion organization, the China Council for the Promotion of International Trade (CCPIT) has long been committed to connecting government and enterprises, integrating domestic and international markets, and facilitating supply and demand. The 3rd Chain Expo, hosted by CCPIT, was held in Beijing from July 16 to 20, 2025, with 1,200 Chinese and foreign enterprises and institutions participating. The proportion of overseas exhibitors increased from 26% in the first edition to 35%, and more than 6,000 cooperation agreements and memoranda of intent were signed. We sincerely welcome Australian industrial and commercial circles to join us at the next CISCE to seize market opportunities, investment opportunities, and growth opportunities.

ACETIE 2026 serves as one of the key platforms for commercial exchanges between China and Australia, providing valuable opportunities for further deepening collaboration and trust between the two business communities. I wish all the participating enterprises will explore business opportunities here and make the trip worthwhile!

A handwritten signature in black ink, appearing to read "马磊" (Ma Lei).

The ACETIE was jointly initiated in 2018 by political, business, and institutional leaders from Australia and China. Its purpose is to promote and develop bilateral economic and trade relations, serving the interests of the business communities and the well-being of the people of both countries. Supported by government and commercial departments from both Australia and China and enthusiastically participated in by the business sectors of the two nations, the Expo has become the most influential commercial event between the two countries.

The previous ACETIE events were actively participated by hundreds of Australian and Chinese companies and organisations, invited government officials, business leaders and scholars to deliver important speeches, attracted tens of thousands of audiences and visitors, and reported by the major mainstream media in Australia and China.

Australia-China economic and trade relations have a long history of prosperous development and a natural complementarity. At present, they are experiencing unprecedented growth, full of momentum and positive prospects. Following the great success of the 2025 ACETIE, the 2026 ACETIE will continue to promote and support this promising trend and future.

The ACETIE is supported by the Australian Trade and Investment Commission (Austrade), China Council for The Promotion of International Trade (CCPIT) and the Victorian State Government, and partnered with the Australia China Business Council (ACBC) and China Chamber of Commerce in Australia (CCCA) Melbourne Branch. Founded in 1973, the ACBC has branches in all the major cities across the country and plays an influential role in the Australia-China economic and trade cooperation area as an advisor to the Australian Government. Founded in 2006, CCCA is a non-for-profit organization jointly formed by Chinese enterprises in Australia and has hundreds of members across the country.

The ACETIE organising committee is chaired by the Hon Andrew Robb AO, former Australian Minister for Trade and Investment. Mr. Robb has been one of the key signatories of the China-Australia Free Trade Agreement (FTA) and played an extremely important and positive role in the economic and trade relations between Australia and China.

## New Thinking New Expo New Theme

The theme of the 2026 ACETIE is “The Era of Intelligent Manufacturing: Enhancing People’s Lives and Leading Australia-China Economic and Trade.” This year’s Expo will focus on new energy vehicles and green energy, AI and intelligent manufacturing, culture and tourism, high-quality lifestyle consumer goods, as well as traditional trade and e-commerce and other popular industries in Australia-China economic and trade cooperation.

“Going global” and “Landing locally” are the two key words of the new ACETIE. The 2026 ACETIE will provide strong promotion and matchmaking services for exhibitors who confirm participation in advance. Exhibitors who confirm before March 1 will receive from the organizer a six-month marketing promotion package, three matchmaking opportunities, and three months of free off-site exhibition. Exhibitors who confirm before May 1 will receive a four-month marketing promotion package, two matchmaking opportunities, and 30 days of free off-site exhibition. The organizer will create business opportunities for both sides of the commerce through high-popularity displays and solid matchmaking, allowing exhibitors and visitors to gain fruitful results and return with full rewards.



澳中博览会于2018年由澳中之间政商人士和商业机构共同发起，旨在推动和发展双边经贸关系，服务两国商界利益和人民福祉。博览会受到澳中政府商务部门的支持及澳中商界的热情参与，成为了两国之间最具影响力的商业盛会。

历届澳中博览会获得澳中两国企业和机构的积极参与，邀请到两国数百位政商学届大咖发表重要演讲，吸引了成千上万观众，澳中两国各大主流媒体争相报道。

澳中经贸关系拥有繁荣发展的历史和天然的互补性，目前，更是呈现空前繁荣，充满动能和利好。继2025澳中博览会巨大成功之后，2026澳中博览会将继续推动和助力这美好的趋势和未来。

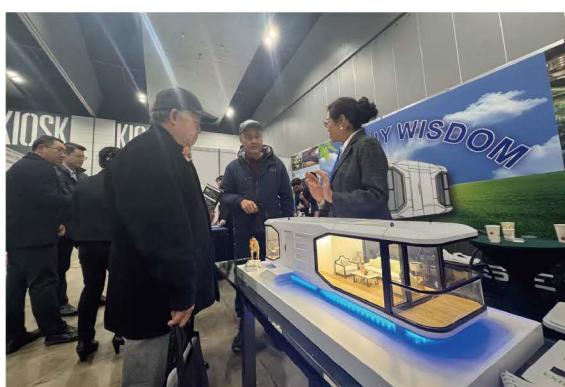
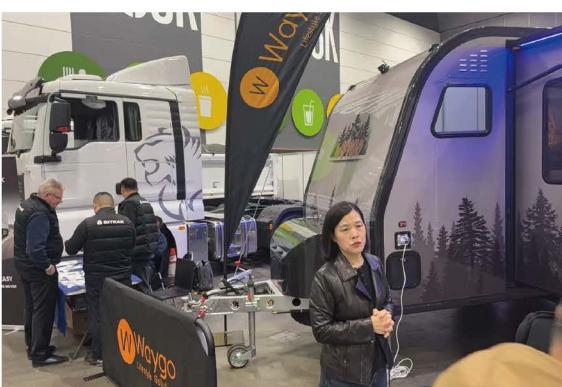
澳中博览会获得澳大利亚联邦政府贸易委员会、中国贸易促进委员会及维多利亚州政府的官方支持，并与澳大利亚中国工商业委员会(ACBC)和澳大利亚中国总商会(CCCA)墨尔本分会合作举办。ACBC成立于1973年，分支遍布澳洲各大城市，作为澳大利亚政府的商业顾问之一，是澳中经贸合作领域中最权威的组织机构。CCCA是中国驻澳大利亚的中资企业的联合组织，成立于2006年，各行业会员单位遍布全澳。

博览会的组委会由澳大利亚前贸易投资部长安德鲁·罗布阁下担任主席，罗布先生是中澳自由贸易协定(FTA)的主要签署人，在澳中经贸关系中发挥了极为重要的积极作用。

## 新思维 新展会 新主题

2026年澳中博览会的主题为：智能制造时代：提升人民生活，引领澳中经贸。本届博览会将聚焦新能源汽车和绿色能源，AI和智能制造，文化和旅游，优质生活消费品，以及传统贸易和电商等中澳经贸的热门行业。

出海和落地，是新一届澳中博览会的两大关键词。2026澳中博览会将对于提前确认参展的商家提供大力度推广和对接服务。三月一日之前确认参展者，获主办方半年市场推广套餐、三个对接机会、三个月免费展外展；五月一日之前确认参展者，获主办方四个月市场推广套餐、两个对接机会、免费30天展外展。主办方将以高人气的展示和扎实的对接为双边商界创造商机，让展商和观展者都收获丰硕，满载而归。



# INTEGRATED PLATFORM

## 三大版块:构建澳中经贸投资平台



### EXHIBITION 展会

商业推广, 品牌展示  
Build and Increase  
Your Brand Awareness



### CONFERENCE 论坛

政策分析, 信息分享  
Policy Analysis,  
Information Sharing



### NETWORKING 交流

拓展人脉, 寻找机遇  
Stronger Network,  
Greater Opportunities

## 活动议程:

| 活动日期       | 活动时间       | 活动地点      | 活动安排              |
|------------|------------|-----------|-------------------|
| 9月9日 (周三)  | 下午2点-下午6点  | 墨尔本高端商务会所 | 参展VIP交流及联谊        |
| 9月9日 (周三)  | 上午9点-下午5点  | 墨尔本会展中心   | 展会布展              |
| 9月10日 (周四) | 上午9点-下午5点  | 墨尔本会展中心   | 展会第一天             |
| 9月10日 (周四) | 上午9点-上午10点 | 墨尔本会展中心   | “2026澳中博览会” 开幕式   |
| 9月10日 (周四) | 上午10点-下午5点 | 墨尔本会展中心   | “2026澳中博览会” 论坛    |
| 9月10日 (周四) | 下午6点-下午9点  | 墨尔本会展中心   | 庆祝晚宴 / 博览会颁奖典礼    |
| 9月11日 (周五) | 上午9点-下午5点  | 墨尔本会展中心   | 展会第二天             |
| 9月11日 (周五) | 上午9点-下午5点  | 墨尔本会展中心   | 人才招聘会 / 讲座 / 商务交流 |
| 9月12日 (周六) | 上午9点-下午5点  | 墨尔本会展中心   | 展会第三天 / 讲座 / 签约仪式 |

## AGENDA:

| DATE       | TIME         | VENUE                              | PROGRAM   |
|------------|--------------|------------------------------------|---|
| Wed 9 Sep  | 2 pm - 6 pm  | The Business VIP Club in Melbourne | Exhibition VIP Networking and Socializing           |
| Wed 9 Sep  | 9 am - 5 pm  | MCEC                               | Setting up for the Exhibition                       |
| Thu 10 Sep | 9 am - 5 pm  | MCEC                               | Exhibition Day 1                                    |
| Thu 10 Sep | 9 am - 10 am | MCEC                               | ACETIE 2026 Opening Ceremony                        |
| Thu 10 Sep | 10 am - 5 pm | MCEC                               | ACETIE 2026 Conference                              |
| Thu 10 Sep | 6 pm - 9 pm  | MCEC                               | Gala Dinner / Awards Presentation                   |
| Fri 11 Sep | 9 am - 5 pm  | MCEC                               | Exhibition Day 2                                    |
| Fri 11 Sep | 9 am - 5 pm  | MCEC                               | Recruitment Program / Session / Communication Event |
| Sat 12 Sep | 9 am - 5 pm  | MCEC                               | Exhibition Day 3 / Session / Signing Ceremony       |

## ACETIE 2026 COMMITTEE

### 2026澳中博览会组委会

**Chair 主席**

**The Hon Andrew Robb AO**

Former Australian Minister for Trade and Investment

前澳大利亚贸易部长

**Acting President 执行主席**

**The Hon Bruce Atkinson**

Former President of the Victorian Legislative Council

前维州上议院议长

**Mr Lei Bian 边磊**

President of China Chamber of Commerce in Australia Melbourne Branch

澳大利亚中国总商会墨尔本分会会长

Managing Director of CITIC Resources Australia

中信资源澳大利亚有限公司总裁

**The Hon Ken Smith AM**

Former Speaker of the Victorian Legislative Assembly

前维州众议院议长

Former President of the Australia China Business Council Victoria

前澳大利亚中国工商业委员会维州分会主席

**Members 组委会委员**

**Ms Virginia Birrell**

CEO of the Australia China Business Council Victorian Branch

澳大利亚中国工商业委员会维州分会首席执行官

**Professor Charles Qin 秦潞山 OAM**

MD of Chin Communications

秦皇翻译公司总裁

**Mr Sam Feng 冯团彬**

Managing Director of Australia Pacific Media Group

澳大利亚大洋传媒集团总裁

**Ms Victoria Jiang 姜威**

Secretary General of China Chamber of Commerce in Australia Melbourne Branch

澳大利亚中国总商会墨尔本分会秘书长

**Ms Annisa Li Zhang 张丽**

Chair of the Asian Leadership Foundation

亚裔领袖基金会主席

**Ms Wanda Wang 王粵**

Honorary President, The FHCCA

澳大利亚豫商总会 名誉会长

# ACETIE 2026 Chinese Merchant Bureau

## 2026澳中博览会华商主席团

一年一度的澳中博览会，是澳中经贸领域的一个大事件，也是中澳间唯一的专业性商界互动平台。澳洲华商在澳中经贸往来中扮演桥梁和纽带的关键角色，起着至关重要的作用。

从澳中博览会诞生以来，澳洲华商社区倾心合作，成为这个大型国际商务活动的靓丽风景之一。所以，历届澳中博览会的华商主席团都是澳中博览会的重要战略指导和决策机构。

### ACETIE 2026 Chinese Merchant Bureau

#### 2026澳中博览会华商主席团

Aimee Chen 李鲁江 汪伟育 刘芷均 陈广保 徐哲 宋庚 张剑洋  
蔡林燕 杨海荣 徐晓丽 李涓 Bruce Wong 陈丹艳

干事长： 王沛



为推动双边经贸呐喊助威  
为繁荣澳中经济披红挂彩

### 2026年度“澳中博览会奖”开始提名了！！

权威机构 深度民意 名至实归 澳中唯一

三个级别 Three Levels: 钻石奖, 黄金奖, 澳宝奖  
Diamond Award, Gold Award, Opal Award

四个类别 Four Categories: 领军机构, 杰出人士, 名优产品, 年轻才俊  
Leading Enterprises, Outstanding Individuals, Famous and Superior Products, Young Talent

联系方式: (03) 93266466 [info@acetie.com.au](mailto:info@acetie.com.au)

(所有澳中官方注册商业组织均有提名权)

# 四招并举：实现本土市场落地

## Four Strategies to Establish a Strong Local Market Presence

澳中博览会始终并继续以市场为终极目标，把渠道对接，商业推广和展外展作为博览会参展商的标配福利，联手澳洲主流商界和商社，使更多展商走出来，留下来，卖出去，转起来...

ACETIE has always and will continue to place the market at the ultimate goal, offering channel matchmaking, commercial promotion, and the Post-event Exhibition as standard benefits for exhibitors. By partnering with Australia's leading business communities and trading firms, the Expo helps more exhibitors step forward, stay visible, sell effectively, and keep their business moving.

### 渠道对接 Channel Matchmaking



澳中博览会的主办方联袂澳中权威专业商会，及早安排展商资讯的沟通和交流，做到有备而来，精准对接。准备充分的展商皆可实现1:1对接！

The ACETIE is organised in collaboration with authoritative Australia-China professional chambers, facilitating early communication and information exchange with exhibitors to ensure they are well-prepared for precise matchmaking. Exhibitors who are fully prepared can achieve one-on-one business connections!

### 现场签约 On-site Signing

展会现场，中英文翻译人员和场控专员穿梭服务，促进签约成交，历届澳中博览会的签约专场都是最靓丽的风景区。

At the Expo, bilingual interpreters and event coordinators move throughout the venue to facilitate contract signings and business deals. In previous ACETIE editions, the signing sessions have always been among the most eye-catching highlights of the event.



### 商业推广 Commercial Promotion



中英文的传统媒体，电子媒体及社交媒体矩阵，托举起澳中博览会参展商的信息网络，所有参展商都有机会获得免费的全媒体推广。确认参展越早，机会越多。

A matrix of traditional media, digital media, and social media in both Chinese and English supports the information network for ACETIE exhibitors. All exhibitors have the opportunity to receive free full-media promotion. The earlier you confirm your participation, the more opportunities you will have.

### 后续延展 Exhibition Extension

澳中博览会专门打造的“展外展”中心，和媒体推广密切配合，线下全天候展示，把澳中博览会的三天会展无限延伸，让展商的产品和品牌在市场上扎下根须，长出硕果。

The “Post-event Exhibition” centre, specially created by ACETIE, works closely with media promotion to provide round-the-clock offline display. It extends the three-day Expo indefinitely, allowing exhibitors' products and brands to take root in the market and bear lasting results.



## **Sponsorship packages 赞助合作方案**

### **A.冠名赞助商 \$160,000+GST**

1. 提供展会黄金展位3个（108平方米），展会开幕式VIP位3个，论坛入场券10张，晚宴入场券10张；
2. 作为博览会主宾方，将公司名和logo位于博览会的所有宣传资料上，并通过所有的宣传渠道（不少于16个媒体平台），在海报、报纸、微信、网站等进行推广；
3. 公司或机构或品牌名称将冠于联欢晚宴之：XX之夜；
4. 展会所有主要活动之前循环播放机构宣传片（由赞助商提供，长度限1.5分钟以内）；
5. 在展会开幕上进行3分钟致辞，并成为剪彩嘉宾之一；
6. 特邀出席相应分论坛并进行5分钟致辞；
7. 在展会开幕式、总论坛现场及晚宴厅显著位置摆放易拉宝；
8. 可优先使用展会公共区域进行宣传活动（协商后，可以每天都提供时间段）；
9. 大洋传媒记者团队进行采访，提供一个整版文字报道和一个视频专题，并全媒体发表（需商家配合，展会开始两周前完成来写）；
10. 大洋时报电子版整版彩色广告100个；澳洲网网站一级页面banner广告一年；澳之网微信推文（2-3条位置）15篇或头条位置banner广告360次；博览会手册2个整版彩色广告；如提供特价产品或服务可做全球全媒体直播2次；配合推广赠送6个月“展外展”展位；
11. 墨尔本国际机场大屏三个月滚动推广。

### **A.Title Sponsor \$160,000+GST**

- 1.Three gold exhibition booth (total 108 sqm), three VIP seats at the Opening Ceremony, 10 forum tickets, and 10 gala dinner tickets.
2. As the Guest of Honour of the Expo, your company name and logo will appear on all Expo promotional materials and be promoted across all publicity channels (no fewer than 16 media platforms), including posters, newspapers, WeChat, websites, and more.
- 3.Your company, institution, or brand name will title the Gala Dinner as: “The XX Night.”
- 4.Your corporate promotional video (provided by the sponsor, up to 1.5 minutes) will be looped before all major events at the Expo.
- 5.A 3-minute speech at the Opening Ceremony and recognition as one of the ribbon-cutting guests.
- 6.Special invitation to attend relevant sub-forums and deliver a 5-minute speech.
- 7.Placement of roll-up banners at prominent locations at the Opening Ceremony, main forum venue, and gala dinner hall.
- 8.Priority access to use public areas of the Expo for promotional activities (daily time slots available upon discussion).
- 9.Interview by the Pacific Media editorial team, including one full-page written feature and one video feature, published across all media platforms (requires sponsor cooperation; content to be prepared two weeks before the Expo).
- 10.100 full-page colour ads in the Pacific Times (e-paper); one year of front-page banner advertising on website of au123.com; 15 posts on the WeChat account (2nd or 3rd position) or 360 banner advertisements on headline; two full-page colour ads in the Expo Brochure; if special promotional products or services are provided, two global full-media livestream sessions; and a complimentary 6-month “Post-event Exhibition” booth for promotional use.
- 11.Three months of continuous promotion on the Melbourne International Airport large digital screen.

## **B.钻石赞助商 \$56,000+GST**

1. 提供展会黄金展位1个（36平方米），展会开幕式VIP位1个，论坛入场券4张，晚宴入场券4张；
2. 作为博览会协办单位，将公司名和logo位于博览会的所有宣传资料上，并通过所有的宣传渠道（不少于14个媒体平台），在海报、报纸、微信、网站等进行推广；
3. 展会主体活动上播放公司宣传片（由赞助商提供，长度限1.5分钟以内）；
4. 在展会VIP欢迎和交流酒会（或联欢晚宴）上进行3分钟致辞，并成为剪彩嘉宾之一；
5. 特邀出席相应分论坛并进行5分钟致辞；
6. 在展会开幕式、总论坛现场及晚宴厅显著位置摆放易拉宝；
7. 可优先使用展会公共区域进行宣传活动（不超过1小时），根据申请时间顺序进行统筹安排；
8. 大洋传媒记者团队进行采访，提供一个版面专访，并全媒体发表（需商家配合，展会开始两周前完成来写）；
9. 大洋时报电子版整版彩色广告40个；澳洲网网站一级页面banner广告一年；澳之网微信推文（2-3条位置）8篇或3条位置banner广告360次；博览会手册整版彩色广告；如提供特价产品或服务可做全球全媒体直播2次；配合推广赠送3个月“展外展”展位。

## **B.Diamond Sponsor \$56,000+GST**

1. One gold exhibition booth (36 sqm), one VIP seat at the Opening Ceremony, 4 forum tickets, and 4 gala dinner tickets.
2. As a Co-organiser of the Expo, your company name and logo will appear on all Expo promotional materials and be promoted across all publicity channels (no fewer than 14 media platforms), including posters, newspapers, WeChat, websites, etc.
3. Your corporate promotional video (provided by the sponsor, up to 1.5 minutes) will be played during the Expo's main events.
4. A 3-minute speech at the VIP welcome and networking cocktail (or Gala Dinner), and recognition as one of the ribbon-cutting guests.
5. Special invitation to attend relevant sub-forums and deliver a 5-minute speech.
6. Placement of roll-up banners at prominent locations at the Opening Ceremony, main forum venue, and gala dinner hall.
7. Priority access to use public areas of the Expo for promotional activities (up to 1 hour), scheduled on a first-come, first-served basis.
8. Interview by the Pacific Media editorial team, including one feature page, published across all media platforms (requires sponsor cooperation; content to be prepared two weeks before the Expo).
9. 40 full-page colour ads in the Pacific Times (e-paper); one year of front-page banner advertising on website of au123.com; 8 posts on the WeChat account (2nd or 3rd position) or 360 banner advertisements on 3rd position; one full-page colour ad in the Expo Brochure; if special promotional products or services are provided, two global full-media livestream sessions; and a complimentary 3-month “Post-event Exhibition” booth for promotional use.

### **C.金牌赞助商 \$35,000+GST**

1. 提供展会黄金展位之3/4个（共27平方米），展会开幕式VIP位1个，论坛入场券2张，晚宴入场券2张；
2. 作为博览会战略合作单位，将公司名和logo列于博览会的所有宣传资料上，并通过所有的宣传渠道（不少于12个媒体平台），在海报、报纸、微信、网站等进行推广；
3. 在相关论坛和交流活动中致词机会；
4. 在展会开幕式上由主持人重点介绍；
5. 特邀出席相关行业的分论坛并进行3分钟致词；
6. 在展会开幕式、总论坛现场及晚宴厅显著位置摆放易拉宝；
7. 可优先使用展会公共区域进行宣传活动（不超过1小时），根据申请时间顺序进行统筹安排；
8. 大洋传媒记者团队进行采访，提供半个版面专访，并全媒体发表（需商家配合，展会开始两周前完成采写）；
9. 大洋时报电子版整版彩色广告20个；澳洲网网站一级页面banner广告一年；大澳网微信推文（3-5条位置）6篇或3条位置banner广告300次；博览会手册半版彩色广告；如提供特价产品或服务可做全球全媒体直播1次；配合推广赠送2个月“展外展”展位。

### **C.Gold Sponsor \$35,000+GST**

1. Three-quarters of a gold exhibition booth (27 sqm), one VIP seat at the Opening Ceremony, 2 forum tickets, and 2 gala dinner tickets.
2. As a Strategic Partner of the Expo, your company name and logo will appear on all Expo promotional materials and be promoted across all publicity channels (no fewer than 12 media platforms), including posters, newspapers, WeChat, websites, etc.
3. Opportunity to give a speech during relevant forums and networking events.
4. Highlighted introduction by the host during the Opening Ceremony.
5. Special invitation to attend relevant industry sub-forums and deliver a 3-minute speech.
6. Placement of roll-up banners at prominent locations at the Opening Ceremony, main forum venue, and gala dinner hall.
7. Priority access to use public areas of the Expo for promotional activities (up to 1 hour), scheduled on a first-come, first-served basis.
8. Interview by the Pacific Media editorial team, including a half-page feature, published across all media platforms (requires sponsor cooperation; content to be prepared two weeks before the Expo).
9. 20 full-page colour ads in the Pacific Times e-paper; one year of front-page banner advertising on au123.com; 6 WeChat promotional articles (in 3rd-5th positions) or 300 banner advertisements on the 3rd position; half-page colour ad in the Expo Brochure; if special promotional products or services are provided, one global full-media livestream session; and a complimentary 2-month “Post-event Exhibition” booth for promotional use.

## **D.特别赞助商 \$22,000+GST**

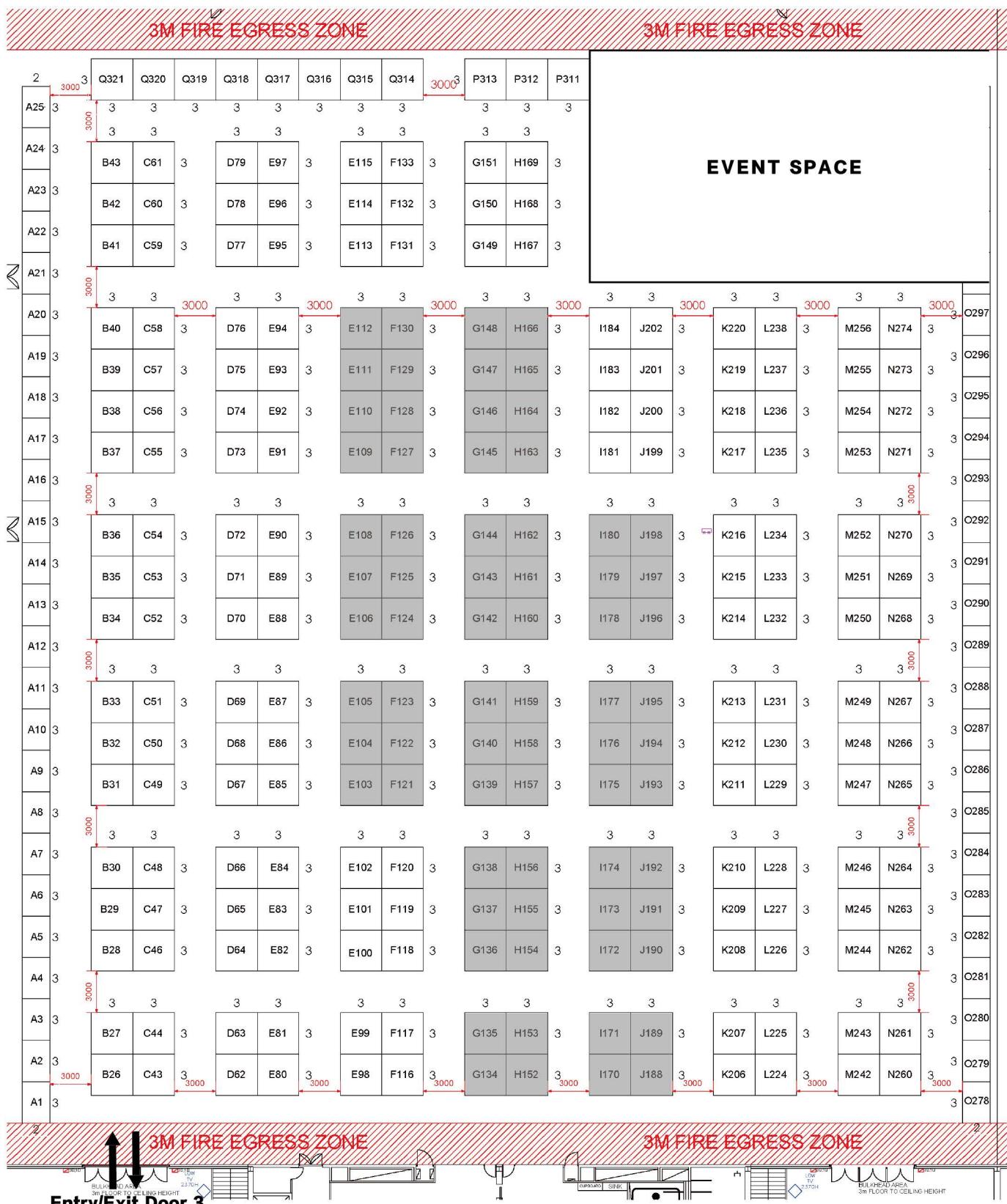
1. 提供展会黄金展位之1/2个（共18平方米），展会开幕式VIP位1个，论坛入场券1张，晚宴入场券1张；
2. 作为博览会特别赞助商，将公司名和logo列于博览会的所有宣传资料上，并通过所有的宣传渠道（不少于10个媒体平台），在海报、报纸、微信、网站等进行推广；
3. 在展会开幕式上获主持人致谢；
4. 特邀出席相关行业的分论坛并由主持人特别介绍；
5. 在分论坛现场及晚宴厅摆放易拉宝；
6. 可优先使用展会公共区域进行宣传活动（不超过1小时），根据申请时间顺序进行统筹安排；
7. 大洋传媒编辑团队根据赞助商提供的资料，编辑半个版面的软文报导，并全媒体发表（需商家配合，展会开始三周前完成编辑并陆续发表）。
8. 大洋时报电子版整版彩色广告10个；澳洲网网站一级页面banner广告一年；大澳网微信推文（3-5条位置）4篇或4条位置banner广告260次；博览会手册1/4版彩色广告；如提供特价产品或服务可与其它相关客户联合举行全球直播1次；配合推广赠送1个月“展外展”展位。

## **D.Special Sponsor \$22,000+GST**

1. Half of a gold exhibition booth (18 sqm), one VIP seat at the Opening Ceremony, 1 forum ticket, and 1 gala dinner ticket.
2. As a Special Sponsor of the Expo, your company name and logo will appear on all Expo promotional materials and be promoted across all publicity channels (no fewer than 10 media platforms), including posters, newspapers, WeChat, websites, etc.
3. Acknowledgement by the host during the Opening Ceremony.
4. Special invitation to attend relevant industry sub-forums and be introduced by the host.
5. Placement of roll-up banners at sub-forum venues and the gala dinner hall.
6. Priority access to use public areas of the Expo for promotional activities (up to 1 hour), scheduled on a first-come, first-served basis.
7. Editorial team of Pacific Media will prepare a half-page feature article based on materials provided by the sponsor, published across all media platforms (requires sponsor cooperation; content to be finalized three weeks before the Expo and published gradually).
8. 10 full-page colour ads in the Pacific Times e-paper; one year of front-page banner advertising on au123.com; 4 WeChat promotional articles (in 3rd-5th positions) or 260 banner advertisements; one-quarter page colour ad in the Expo Brochure; if special promotional products or services are provided, one global livestream session in collaboration with other relevant clients; and a complimentary 1-month “Post-event Exhibition” booth for promotional use.

# 展厅平面图

## Floor Plan



**Supported by**  
政府支持



**Organised by 主办**



**Implemented by 承办**



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