

# SPONSORSHIP PACKAGES

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## DIGITAL EDITION & LAUNCH EVENT

# EUROPEAN BUSINESS POSITION PAPER 2022

*Supporting Sustainable Economic Recovery  
and Competitiveness in Thailand*



# INTRODUCTION

## What is the European Business Position Paper?

The European Business Position Paper is EABC's main publication. It is the unified work of 12 Working Groups contributing to the improvement of the European–Thai economic relations, trade and investment and better business in Thailand. It covers the whole economy with deeper focus on most sectors and provides important recommendations to strengthen Thailand's competitiveness.

Many copies are handed over to influential people - several embassies, EU and Thai institutions, and government agencies. Policymakers acknowledge this 'go to' guide with benefits of useful information presented in this Paper, as identifying optimal solutions to complicated problems requiring input from business leaders.



# WHY SPONSOR?

## Why you should sponsor the digital edition & digital launch event:

### ASSOCIATE YOUR BRAND WITH A HIGH-PROFILE PUBLICATION & EVENT

EABC's Position Paper has become a highly respected "go-to" resource for relevant trade and investment issues and recommendation.

It has become a reference read by top officials and top managers in private companies alike, who consult it regularly for months, offering long-term visibility.

Finally, the digital launch event will take place in the presence of Ministers, Ambassadors, and other top officials, in addition to international participants.

### BOOST YOUR LOCAL & INTERNATIONAL VISIBILITY

EABC's Position Paper is downloaded 3,500 times in average.

It is also informally shared extensively by business communities, key players, and influencers in the region and in Europe.

Finally, it is expected that between 100 and 200 participants from the whole region will attend the digital launch. There will also be extensive emailing and communication campaigns on social media.

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## Digital publication & launch event sponsorship packages:

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Maximise your visibility and improve your image as a main supporter of the digital edition of our reference publication targeting top officials and business key players

### **GOLD SPONSOR (10,000 THB)**

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### **SILVER CROWDFUNDER (3,000 THB)**

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# CONTACT

To become a sponsor, please contact:

**Mr. Guillaume REBIERE**

Executive Director

EABC

[executive.director@eabc-thailand.org](mailto:executive.director@eabc-thailand.org)

Mob.: +66 88 606 7507

Office: +66 2 697 9112

