

FTCC 2024 Guide

A Complete Overview of Membership, Sponsorship, Events & Communication



The Franco-Thai Chamber of Commerce (FTCC)

Established in 1966, the Franco-Thai Chamber of Commerce (FTCC) belongs to a worldwide network of 119 French Chambers (CCIFI) in 94 countries with over 34,000 companies. Our mission is to foster business relations between our members and the Thai business community as well as promote trade, commerce, and investment relations between France and Thailand. With over 260 member companies, a vast network of 13,000 social media followers and 5,000 key contacts, and 80 high-impact networking events organized annually, we represent a vibrant business platform in Thailand that provides access to people and information.











| WHAT WE OFFER

BECOME A MEMBER

A membership at the FTCC gives you access to many privileged resources and opportunities to gain greater visibility and extend your reach within the thriving French business community in Thailand. Whether you are an established company in Thailand or just starting to explore the market, the Franco-Thai Chamber of Commerce is here to help you succeed.

SPONSOR AN EVENT

Get business exposure and increase the visibility of your company through various sponsorship opportunities.

WE ORGANIZE YOUR EVENTS

We can organize exclusive events that highlight your company and its offerings, allowing you to reach and connect with a discerning audience. Our team will ensure the promotion of your events through the most suitable communication channels and incorporate them into our French Chamber event calendar.

OUR COMMUNICATION TOOLS

We offer a wide range of advertising options, available for both members and non-members, including our website, social media, quarterly e-newsletters, directory, and thematic magazines. Depending on your target and communication goals, we have the right solution for a successful marketing campaign.

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MEMBERSHIP

01 | JOIN THE #1 FRENCH BUSINESS COMMUNITY IN THAILAND!

FTCC offers a wide network, allowing individuals, entrepreneurs, and companies to successfully enter the Thai market and build long-lasting business relations in Thailand. Whether you are an established company in Thailand or just starting to explore the market, the Franco-Thai Chamber of Commerce is here to help you succeed.

Category A

Corporate

- · Category by default unless qualification for other
- · Category can be documented

29,500 THB per year

Category B

SMEs & Entrepreneurs

- · Local headcount < 50 staffs
- Annual turnover < 100 million THB
- Not affiliated with a group with a worldwide turnover > 200 million THB

15,500 THB per year

Category C

Overseas

 Companies located outside of Thailand 15,500 THB per year

Category D

Individual

· Not employed in any company

9,500 THB per year

Important Reminder: FTCC memberships are valid from January 1st to December 31st each year. We highly recommend joining the FTCC at the start of the calendar year. Monthly pro-rata fees are only applicable for durations exceeding 12 months. For instance, if you decide to join FTCC in October 2023, you can enjoy a monthly pro-rata rate for the period from October to December 2023, but only if you commit to a membership spanning from October 2023 to December 2024 (equivalent to 1 year + 3 months).

We appreciate your understanding in this matter.

^{*} Membership price is before tax and is subjected to VAT at 7%.

MEMBERSHIP BENEFITS

	Categories			
Membership Package	Cat. A Corporate 29,500 THB	Cat. B Entrepreneur 15,500 THB	Cat. C Oversea 15,500 THB	Cat. D Individual 9,500 THB
EVENTS & CONNECTION				
Access to FTCC member directory (digital version and/or hard copy): +260 Members' contact details	х	Х	х	х
Free access to CCIFI Connect Mobile App: French Chambers' worldwide database of +34,000 companies	Х	Х	X	х
Gain access to discounted rates for events organized and co-branded by FTCC: +80 events per year	Х	X	×	×
Gain access to FTCC event-related services: "We organize your event" (see page 12)	Х	Х	Х	Х
Access to 'Members Only' sectorial Committees	Х	Х	Х	Х
Voting rights for the Board of Counselors at FTCC Annual General Meeting (AGM)	Х	Х		
2 free entrance tickets: 1 for <u>FTCC Annual General Meeting</u> in March + 1 for <u>Business Speed Matching & Welcome Back Networking Cocktail</u> in September.	Х	х	х	х
Escalate your concerns through the SEPA Committee: Liaise with key stakeholders and government officials to advocate your interests with relevant agencies.	Х			
COMMUNICATION				
1 Member page in FTCC member directory	Х	Х	Х	Х
free page in FTCC thematic digital magazines (Innovate Today, Industry e-booklet) - subject to company eligibility within the magazine scope	Х	Х	Х	
Benefit from discounted rates for all FTCC communication services: advertising, emailings, social media posts, etc. (see Media Kit, page 14)	Х	Х	Х	Х
Gain access to exclusive sponsorship opportunities to boost your brand's visibility	Х	Х	Х	Х
BUSINESS SERVICES		•		
Benefit from special discounts on FTCC business services: market study, prospecting mission, staff hosting in Business Center, visa sponsoring, etc.	Х	х	х	х
Free use of co-working space and meeting room (2 times per month upon prior reservation)	х	Х	х	х
Free consultation on Visa & Work Permit	Х	Х	Х	Х
TRADE FAIRS				
One-stop service for trade fairs in France and in Thailand	Х	Х	Х	×
Free entrance to a selected trade show	Х	Х	Х	Х
HR				
Relay your job offers on FTCC Website (Employment section) free of charge	Х	Х	х	Х
Free consultation of CVs registered via FTCC online platform	Х	Х	Х	Х
Get access to cross-cultural trainings for your new foreign employees	X	X	Х	Х

02 | BECOME A PREMIUM MEMBER

If you would like to enjoy more visibility and privileged services, you have the possibility to upgrade your Standard Membership to the **FTCC Premium tier**.

A Premium Membership at FTCC offers an exclusive and personalized package, comprising a core package worth 125,000 THB, accompanied by a selection of enticing options for enhanced visibility and privileged networking opportunities within the Franco-Thai community. To explore the comprehensive benefits of the **Premium Membership**, please refer to the below table.

Category	Benefits	Value (THB)	Impact	
Membership	Membership Fee	29 500 THB	Access to all FTCC "Category A" benefits.	
	Logo in FTCC Email signature	30 000 THB	All emails sent externally by 10 FTCC full-time staff.	
	Logo in FTCC Newsletters	15 000 THB	4 newsletters/year sent to 4,400 pax Delivery rate: 98% Open rate: 35%	
	Logo in FTCC Website	25 000 THB	Traffic: 12,000 visitors/month	
Core	Logo on FTCC LinkedIn	25 000 THB	5 100 followers	
Package	Logo on FTCC Facebook		7 900 followers	
	Rollup at every FTCC events + FTCC Office		40 events/year	
	Premium section in FTCC Directory	20 000 THB	Distributed to all 260+ FTCC members	
	1 seat at 2 VIP dinners	10 000 THB	High-level networking	
SUB-TOTAL	CORE PACKAGE	125 000 THB		
TOTAL	MEMBERSHIP FEE + CORE PREMIUM PACKAGE	154 500 THB		
Fortun	Sponsorship(s) of FTCC events	TBD		
Extra Features (Optional)	VIP seat(s) for FTCC Gala Dinner	TBD	Enhanced Visibility	
	Promotion of ESG actions and support to local NGO	TBD		

Among the myriad of benefits that accompany a Premium Membership, here are a few advantages that could be of particular interest to your company:

- 1. BRAND EXPOSURE: Elevate your brand's visibility through prominent display of your logo at FTCC office, on our website, in all staff emails' signatures, on our social media banners, at our events, in our quarterly newsletters, and in our annual Directory, etc.
- SPONSORSHIP/SPEAKER OPPORTUNITIES: Avail yourself of special discounts to become a sponsor and/or speaker at
 major events such as the FTCC annual Gala dinner, Sustainability for Business Forum, Annual General Meeting, and more.
- 3. CORPORATE SOCIAL RESPONSIBILITY: Share your CSR/ESG actions through FTCC network.
- 4. RECRUITMENT: Extend your reach by featuring all your job offers on the FTCC website and across our social media channels.
- EXECUTIVE EXPERIENCE: Delight in two remarkable networking dinners or lunches held in exceptional locations, providing opportunities for meaningful connections.

In essence, FTCC prioritizes meeting the specific needs of its Premium Members, ensuring <u>enhanced business</u> <u>opportunities</u> and <u>corporate visibility.</u>

If you are interested in this tailor-made FTCC Premium Membership, please confirm your interest via email (valentin@francothaicc.com), so that we can further discuss which privileged options align with your specific requirements.

SPONSORSHIP

03 | EVENT SPONSORSHIP

Strengthen your presence within the French and international business community in Thailand!

We organize more than 80 events each year, so sponsorship opportunities are aplenty. Among other benefits, increase awareness of your brand on the day of the event itself, on our social media, in special EDMs, and in post event coverage.

How you can benefit from sponsorship



BOOST YOUR VISIBILITY

Get business exposure and increase the visibility of your company through all communication collaterals during, pre, and post events (publications, social media, coverage, event banners, website, etc.)



BUILD BRAND AWARENESS

Generate brand preference, increase your image and loyalty to your brand, products and/or services



GENERATE MARKETING OPPORTUNITES

Leaverage lead generation and sales opportunities through our events and connect with industry and local institution decision makers.



TARGET YOUR MARKET AUDIENCE

Connect with your target audience and reach specifically to your market segment

For sponsorship details, please contact our Business Development Manager at valentin@francothaicc.com



2024 SPONSORSHIP OPPORTUNITIES - FLAGSHIP EVENTS



Each year, the French Chamber of Commerce organizes a Networking event to celebrate the New Year.

MONTH: January

FORMAT: Networking Reception

ATTENDEES: 100+ professionals

Event Sponsor 30,000 THB

Sustainability for Business Forum

A full-day forum aiming to promote sustainable development among companies based in Thailand. Coorganized by FTCC and multiple foreign chambers in Thailand.

MONTH: May

FORMAT: Conference, panel discussion, company booths, and networking platform

ATTENDEES: 300+ profesionals

Event Sponsor

· Silver Sponsor: 30,000 THB

· Gold Sponsor: 50,000 THB

· Platinum Sponsor: 70,000 THB

FTCC Annual General Meeting



FTCC AGM is one of the biggest gatherings of the Franco-Thai business community: an occasion to review FTCC past year activity and upcoming year strategy as well as to elect the Board of Counsellors.

MONTH: March

FORMAT: Presentation followed by

cocktail reception

ATTENDEES: 150+ companies

Event Sponsor 35,000 THB

Exclusive Luncheon with BOI



High-class luncheon to gain valuable insights into BOI-related topics and to network with key industry players and government officials.

MONTH: May

FORMAT: Luncheon

ATTENDEES: 90+ profesionals

Event Sponsor

Cash Sponsor: 30,000 THB

International Women's Day



A platform gathering 5 women in business for a sharing and inspiring Roundtable. A great opportunity to present their businesses and challenges, and get feedback and insights from other fellow entrepreneurs.

MONTH: March

FORMAT: In person or through Webinar

ATTENDEES: 50+ companies

Event Sponsor 25.000 THB

Fête de la Musique / World Music Day



Fun, creative and inclusive event with unique cultural conferences and captivating live concerts, offering an unparalleled celebration of World Music Day in the vibrant city of Bangkok.

MONTH: June

FORMAT: Popular event, music festival

ATTENDEES: 500+ visitors

Event Sponsor

• Co-organizing Sponsor : 200,000 THB

· Supporting Sponsor: 50,000 THB

2024 SPONSORSHIP OPPORTUNITIES - FLAGSHIP EVENTS

Business Speed Matching & Welcome Back Cocktail



This annual rendezvous helps to actively connect companies to propel businesses forward. The cocktail party is also an opportunity for all our members to mingle after the summer holiday break

MONTH: September

FORMAT: Business matching, pitch sessions, networking cocktail

ATTENDEES:

- 30 participants for Business Speed Matching
- 100+ participants for Networking Cocktail

Event Sponsor

· Cash Sponsor: 30,000 THB

Tech Job Fair (in partnership with LaFrenchTech Bangkok)

6th & 7th editions: exclusive opportunity for companies to recruit new talents in the Tech industry and make a lasting impact at this highly anticipated event!

MONTH: TBD

FORMAT: Job Fair, networking cocktail

ATTENDEES: 100+ participants / job fair

Event Sponsor

- Standard Recruiting Company: 25,000 THB / job fair
- Premium Recruiting Company: 40,000 THB / job fair

FTCC Annual Gala Dinner



Organized in celebration of the dynamic partnership and strong business relations between France and Thailand, the French Chamber of Commerce Gala Dinner brings together more than 350 eminent Thai and French guests

MONTH: November

FORMAT: Dinner / Networking

ATTENDEES: 350+ professionals, C-levels, senior management

Event Sponsor

Platinum Sponsor: 500,000 THB
Diamond Sponsor: 350,000 THB
Gold Sponsor: 250,000 THB
Silver Sponsor: 150,000 THB



Twice a year, the French Chamber of Commerce organizes "French Connections", broadening business networks over finger food and cocktails.

MONTH: TBD

FORMAT: Networking Cocktail

ATTENDEES: 100+ participants / event

Event Sponsor

- · Cash Sponsor: 30,000 THB / event
- · 50,000 THB for both events

COMMITTEE SPONSORSHIP NEW!

Sponsoring a committee is a good opportunity to engage and connect with members from different industries and sectors. Gain exclusive exposure during committee events for a full year.

In 2024, two active committees can be sponsored:

Sponsorship of the HR & Strategy Committee

Check here

1 unique yearly sponsor available for 75,000 THB

FREQUENCY: 9 to 10 committee meetings yearly

FORMAT: In person or through webinar

TARGET: HR managers

Include:

- Get access to the Committee Road Map at the beginning of the year (approx. 9-10 committee meetings per year).
- For each Committee Meeting: Feature your logo in the invitation of the committee meetings and on the meetings' recap on FTCC communication channels (website + LinkedIn)
- Extra visibility during the Cross-Cultural Leadership Workshops = 2 times per year (check here

Sponsorship of the Industrial Committee

Check here

1 unique yearly sponsor available for 60,000 THB

FREQUENCY: 5 to 6 committee meetings yearly

FORMAT: In person or through webinar

TARGET: CEOs and decision-makers in the industry sector

Include:

- Get access to the Committee Road Map at the beginning of the year (approx. 5-6 committee meetings per year).
- For each Committee Meeting: Feature your logo in the invitation of the committee meetings and on the meetings' recap on FTCC communication channels (website + LinkedIn)
- · 1 free advertising page in the Industry e-booklet



ONBOARDING SPONSOR

NEW!

1 unique yearly sponsor available for 60,000 THB

FREQUENCY: 5 to 6 Members Orientation breakfasts yearly

FORMAT: In person at the FTCC premises

TARGET: Get to meet incoming members at the FTCC before everyone else.

Include:

- · Exclusive visibility as Onboarding Sponsor for all Members Orientation breakfasts throughout the year:
 - · Logo on social media and website for each batch of new members;
 - Kakemono of the sponsor during each Member orientation breakfast;
 - · Invitation of 1 staff from sponsor company.

EVENT ORGANIZATION

04 | EVENT ORGANIZATION

WE ORGANIZE YOUR EVENT

The Franco-Thai Chamber of Commerce is delighted to offer event management services. We can organize exclusive events that highlight your company and its offerings, allowing you to reach and connect with a discerning audience.

Our team will ensure the promotion of your events through the most suitable communication channels and incorporate them into our French Chamber event calendar.

You will benefit from great visibility and exposure on both our website and social media. The invitation to your event will be emailed directly to our members' database, further increasing your network reach.

HOW TO PROCEED?

- Prepare your event and send your brief to event@francothaicc.com including the event theme, the objectives, the target audience, and the preferred event format.
- Partner with us and we will take care of it for you! Our event management services include the sourcing of targeted guests' list, the invites, the marketing of the event using French Chamber communication channels, the event logistics and the venue.

WE CAN SUGGEST VARIOUS FORMATS

- Host with us a virtual event and we will support you in the setup and the management of the session.
- Organize an onsite event and we will source the right location within The French Chamber boardroom or propose conference rooms with AV facilities including wireless internet, TV screen, or LCD projector ... subject to availability
- The event logistics before and after the event include the attendee's invites, the name badges, and event reminders to your guests.

Our team will provide the best support on the event's day to ensure a smooth and successful event!

The price may vary depending on the format, number of participants, event location rental and catering. For more details and personalized quotation, please contact us at event@francothaicc.com



MEDIA KIT

05 | WEBSITE

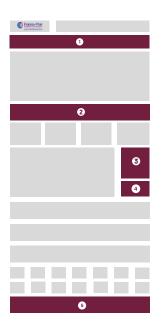
A DYNAMIC WEBSITE

Our website https://www.francothaicc.com/en.html provides a broad range of news, events, and member spotlight to our members as well as anyone interested in doing business in Thailand. We offer a real community platform where members can share their latest news, post job opportunities, and discover relevant information about Thailand and its latest developments. Keep your finger on the pulse and join a growing network.

Other 10% Visitors France 60%

SPECIFICATIONS





FTCC WEBSITE HOMEPAGE – Ad-banner options:

AD LOCATION	NON-MEMBER	STANDARD MEMBER	PREMIUM MEMBER
1. Leaderboard (above Carousel)	Non-available	35, 000 THB	35,000 THB
2. Inline Banner (below Carousel)	Non-available	30,000 THB	30,000 THB
3. Square Banner (right column)	25,000 THB	20,000 THB	20,000 THB
4. Logo (right column)	20,000 THB	15,000 THB	15,000 THB
5. Foot Banner	22,000 THB	17,000 THB	17,000 THB

* All costs listed above are for 30 days.

Relay your job offer on FTCC Website - Employment section:

- Non-member: 5,000 THB / job offer
- Premium and regular Member: Free of charge (unlimited number)

06 | SOCIAL MEDIA

Expand Your Reach with Our Powerful Social Media Services

Through FTCC social media, you can harness the potential of social platforms to promote your products, services, job openings, and more. Our offers are tailored to connect you with a vast and engaged audience of 13,000 followers in total, including 8,000 on Facebook and 5,000 on LinkedIn.





Wider Audience Reach

Our expansive follower base on both Facebook and LinkedIn allows your content to be seen by thousands of potential customers and clients, providing your business with increased exposure.

Engaging Content

Our team can assist you in crafting compelling and visually appealing posts that resonate with your target audience, driving higher engagement rates.



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Franco-Thai Chamber of Commerce

5,000 + Followers

8,000 + Page views

250,000 + Impressions



Franco-Thai Chamber of Commerce

8,000 + Followers

11,000 + Page views

780,000 + Impressions

LinkedIn Post – 5 000 followers

Non-member: 9,000 THB per post

• Member: 5,000 THB per post

Premium Member: Free of charge for Job posting (limited to 2 posts / year)

Facebook Post – 8 000 followers

Non-member: 9,000 THB per postMember: 5,000 THB per post

07 | EMAILINGS

FAST ------ FLEXIBLE

eDMs

An effective means to quickly reach over 5,000 French Chamber contacts. Reach French entrepreneurs and executives.

Decide on the broadcast date and provide us with your material just 3 days in advance.

5,000 +

30.0%

Email contacts

Average Open Rate

2.9 %

Average Click Rate

SPECIFICATIONS

Dimensions:

720 pixels (W) x 900 pixels (H) maximum Format: HTML, JPG, PNG, Word Hyperlinks Included We send out no more than 2 per month.

Price for 1 dedicated email:

Non-member: 12.000 THB / email

· Member: 7,500 THB / email



If you do not want to send an email to all FTCC contacts but rather wish to target particular individuals, we can also extract specific contacts from FTCC database (e.g., HR Managers, CEOs, Finance Manager, etc.)

Price for database extraction:

• Non-member: 8,000 THB

Member: 5,000 THB

08 | ADVERTISING

Promoting your services within the French business communication

Expand your reach and connect with the influential French business community in Thailand. Advertise with FTCC and showcase your offers to a dynamic audience eager to explore new opportunities.







Stay informed and inspired with FTCC e-Newsletter

Immerse vourself in the world of business with our highly anticipated quarterly e-newsletter. Each issue features a captivating cover story focused on a specific sector, offering valuable insights and trends. Delve into a diverse range of topics that resonate with the Thai business community, curated with expertise from contributors within the French and Thai authorities and the French business community.

5.000 +

33.0%

2.9 %

Email contacts

Newsletter Ad:

 Non-member: TO BE DISCUSSED Member: TO BE DISCUSSED.

Explore FTCC's Engaging Online Magazines!

Stay updated with the latest innovations and trends through FTCC's exclusive online magazines covering various sectors and themes. Discover Innovate Today, a 70-page e-magazine showcasing innovative products and services from French and Thai business members of the FTCC, accessible to the public. Dive into our Industry e-booklet, providing valuable insights into over 30 major innovations from our members in the industry sectors. Engage in our NGO Focus e-magazine, bringing together all ESG initiatives and valuable support provided by FTCC members to NGOs.

And there's more to come!





These publications enjoy wide distribution and reach throughout the Franco-Thai community, including:

- FTCC communication channels
- French Embassy in Thailand and Business France network
- · French Foreign Trade Advisors
- · Thailand Board of Investment
- Thailand Department of International Trade Promotion
- · Thai European Business Association, and more.

Grab Your Advertising Spot:

- Non-member rates:
 - 。6.500 THB
 - 。9,100 THB
 - 10,400 THB (depending on position)
- · Member rates:
 - 5,000 THB
 - 。 7.000 THB
 - 8,000 THB (depending on position)

(*Subject to company eligibility within the magazine scope)



FTCC Annual Directory: Your Gateway to the French Business Environment in Thailand

Your go-to reference tool for the French business landscape in Thailand. Gain visibility and expand your network effortlessly with our user-friendly Directory. Choose between the digital version or a hard copy based on your preferences.

Showcase your offerings and reach the thriving French business community in Thailand. Don't miss your chance to secure an advertising spot!

Positions	Prices
Premium page	30,000 THB
Semi-Premium page	25,000 THB
Standard page (in front of your content page)	15,000 THB
Dimensions	

Dimensions:

File: Adobe Illustrator (.ai) or PDF Size: A5 Vertical (148 x 210 millimeters)
Color mode: CMYK Color Raster Effects: High (300 PPI)

Professional Graphic Design Services

Our team of skilled FTCC staff is at your service to design captivating visuals for all the services mentioned above. From eye-catching social media posts to engaging emailings, and stunning ads for our Newsletters, Magazines, or Directory, we ensure that your corporate identity and style guide are impeccably represented.

Provide us with your content instructions, and we'll create bespoke designs that align perfectly with your brand's essence and message.

Non-Member rates: TO BE DISCUSSED

Member rates: TO BE DISCUSSED

For more information, please contact benjaporn@francothaicc.com

09 | CCIFI CONNECT

Join the 1st private network of French companies in the world with CCIFI Connect

The Connect mobile application, reserved exclusively for members of the French Chambers, has been designed to facilitate networking and exchanges between members, give them access to the complete agendas of events all over the world, and help them take advantage of exclusive offers in many countries!

A GLOBAL AND MULTILINGUAL PLATFORM, A SPRINGBOARD TO:



Explore the world

Choose from 80 destinations and discover key contacts, privileges, events, and information about the country you are targeting.



Develop your business

Access more than 4,000 events per year and effectively network by contacting speakers or participants.



Meet expert

Connect with leading experts and business leaders by joining more than 300 exclusive industry committees and clubs (CEO, CFO, HR, Tech, CSR...)













www.ccifi-connect.com

Your login to the application is the same as your login to the FTCC website.

10 | CONTACT US



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