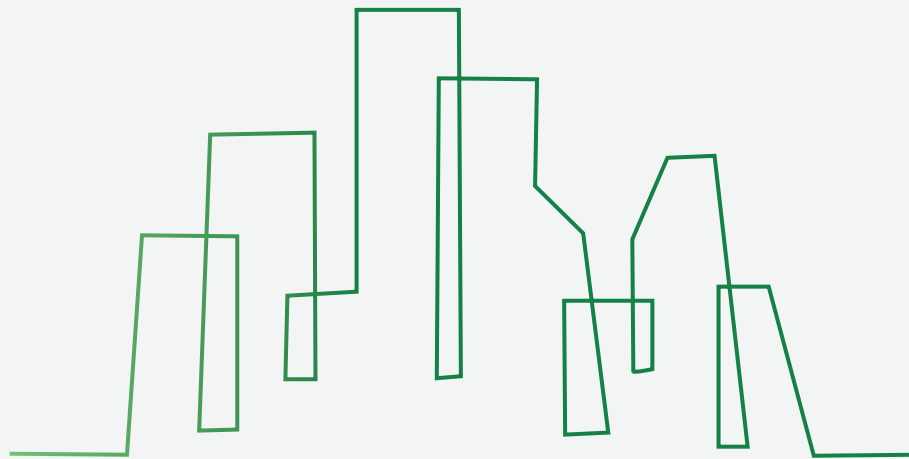


Life Is On

Schneider
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FRENCH-ANZ BUSINESS DAYS



SHAPING ATTRACTIVE CITIES



 **FRENCH AUSTRALIAN
CHAMBER OF COMMERCE**

Dear Members and Friends,

The French-Australian Chamber of Commerce & Industry (FACCI) has re-engineered the 6th Edition of the National Business Forum into a wider framework, opening the way to a new breed of physical and virtual events. This year, FACCI will host from the 10th of November to 13th November a series of thought leadership initiatives and multi-channel events on the topic **“Shaping attractive cities”**.

More than ever before, Australia & New Zealand’s long-term prosperity is linked to the performance of its cities. The objective of the Business Days, is as always, to stimulate conversations and exchange views and best practices between France, Australia and New Zealand.

Cities are increasingly the generators of wealth, where a growing number of citizens choose to live, and businesses choose to locate.

Employment/workplace, urbanization planning and infrastructures, commerce and retail, mobility and transportation, social hub and health services, clean energy supply: **attractive and performing cities are definitely on the economic and political agenda**, considered as an instrumental and sustainable growth driver. There is also a recognition that urban policies need to be revisited in a post COVID-19 era to address future pandemic risks, foster economic growth and social inclusion in a sustainable manner.

The event, during which we will bring together key speakers from government, senior academic circles, pioneering French, ANZ and other international companies is once again one of the focal points of the year. It will showcase some of the best innovative practices and highlight new solutions.

The event will be hosted on the innovative vFAIRS platform. This will help us deliver a qualitative and intuitive experience to all the participants as they will be immersed in a virtual exhibition centre with many features as if you were in a physical event. Attendees can enter in the lobby and navigate through the event passing by interactive booths, going into the Auditorium or having a Chat with other attendees, speakers or exhibitors.

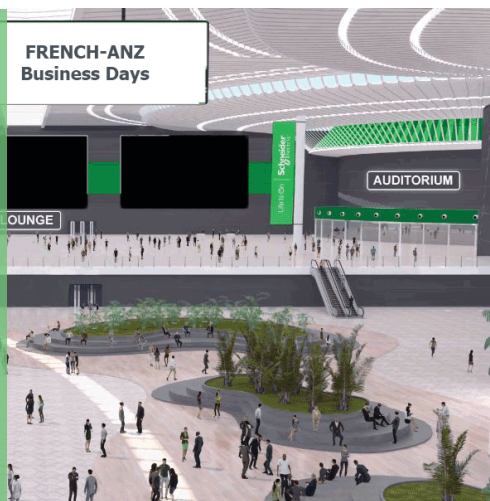
Organized under the patronage of His Excellency Mr. Christophe Penot, Ambassador of France to Australia, this series of panel discussions, keynotes and Q&As will show the French-ANZ business community’s crucial contribution on this important topic.

We would very much welcome your involvement in this unique event. Register your interest and contribute to the conversation at our 2020 French-ANZ Business Days by September 2020.

We look forward to hearing from you soon.

Kind regards,

Benedicte Colin
Federal President
The French-Australian Chamber of Commerce & Industry



A NEW BREED OF VIRTUAL & PHYSICAL EVENTS

Inspired by the Fashion week model, a **newly hybrid format**, designed as a platform aggregating **multi-channel events and activations** in multiple locations across Australasia and France, on one unique theme: Shaping Attractive Cities.



ONLINE

Keynote addresses: 10/15 min recorded speeches from a VIP

Interviews: 30/45 min recorded interviews with a VIP

Conferences: 1h recorded conferences + 30min live Meet the experts Q&A



HYBRID

C-Level Luncheons: 1h30 live luncheons with a fine dining French meal delivered

Booths: Interactive booths with videos and PDF content



LIVE

Site Visits: 1h/1h30 on-site visits

Networking evenings: informal gathering

THE VIRTUAL PLATFORM



vFairs offers a virtual exhibition center with many features as if you were in a physical event. Attendees can enter in the lobby and navigate through the event passing by interactive booths, going into the Auditorium or having a Chat with other attendees, speakers and/or exhibitors.

LOBBY



AUDITORIUM



BOOTHS



**Examples of design*

SHAPING ATTRACTIVE CITIES

More than ever before, Australia's long-term prosperity is linked to the performance of its cities. This trend is not unique to Australia, many countries around the world are also rapidly urbanising, and taking advantage of socio-economic opportunities that growing cities can bring.

Bringing together multiple industries, the event will focus on 4 major sub-topics: Infrastructure & Industrial Projects, Retail & Hospitality, Health, Education, Jobs & Diversity, Culture & Entertainment

EXAMPLE OF CONFERENCES BY SUB-TOPIC



Infrastructure & Industrial Projects

- From city to social economic hub: how infrastructure delivers sustainable future growth
- Unlocking the value of smart utilities management in the 21st century
- How the Australian Space Industry could put global cities in orbit?
- Foreign investment in Australia & New Zealand Capital Cities, the Why and How
- Reinventing commuting in the post COVID era
- Future of Western Sydney Aerotropolis
- Power to the Satellite cities: joining the dots with a robust Energy Grid
- Hub Precinct strategy: How to repurpose public spaces and services?
- How the submarine contract transformed our cities in Australia?
- Our cities and the great decarbonisation challenge
- Circular economy: The next revolution for sustainable cities and communities
- How can transport be sustainable?
- Our cities and the great decarbonisation challenge
- Why the smart city of tomorrow will be green?



Retail & Hospitality

- Retail: the true lifeblood of vibrant cities?
- The retail road to recovery : when omnichannel and supply chains converge
- Destination Marketing: Re-enchanting the city travel experience
- Future of restaurants in a post COVID society
- Future of advertising in our cities



Health, Education, Jobs & diversity

- Designing more inclusive and diverse cities for a modern citizenship
- Workplace and remote work: what future for our CBDs?



Culture & Entertainment

- Art and Culture, the unspoken success factors for livable cities
- Are cities ready for international events?

PARTNERSHIP OPPORTUNITIES

GIVE MORE VISIBILITY TO YOUR EXPERTISE AND
THOUGHT LEADERSHIP

FACCI MEMBER BENEFITS ¹	NAMING RIGHTS	PLATINUM ²	GOLD ³
Event named after Sponsor and matching design	●		
Sponsorship package tailored to your company's specific needs	●		
Welcome speech opening French Business Days	●		
Keynote and interview speaking opportunity	UNLIMITED	1	
Opportunity to host an on-sites visit	UNLIMITED	2	
Opportunity to upload media content	5	2	
Pull-up banners and brochures at our Tchín-Tchín Networking evening	●	●	●
C-suite luncheons hosting including 15 invitations	1	ON DEMAND	
Exposure of your brand before, during and after the French Business Days	●	●	●
Opportunity to participate in a panel discussion and a live Q&A session	5	1 \$1,000 per extra panel	1
Virtual personalised booth (quantity limited)	1	1	\$300
RATES (excl. GST)			
	-	\$5,000	\$2,500

¹Non-Member surcharge: +20%

²Limited to a small number of Sponsors

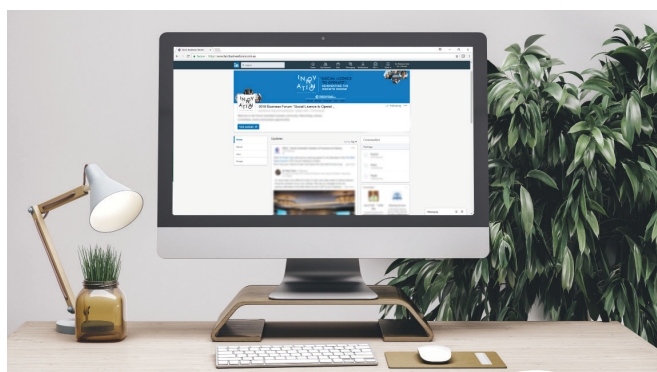
³Gold Sponsorship only available for SME & Start-Up FACCI Members

PARTNERSHIP ACTIVATION

With over 600 million LinkedIn members, LinkedIn will be advertising our 2020 French-ANZ Business Days on www.linkedin.com.

Your visibility is our priority. LinkedIn will raise the profile of our event and grow your brand awareness through targeted advertising and dedicated articles.

- Targeted sponsored content: articles, videos, infographics, e-books & interviews
- Display ads / Carousel ads
- Post-event articles and videos



OUR TARGET AUDIENCE: BUSINESS DECISION MAKERS



Location: Australia

Seniority: Director, VP, CXO,
Owner, Partner

Potential reach: **1.4 Million LinkedIn users**

SOCIAL MEDIA



6,260 Followers

[FACCI - French-Australian Chamber
of Commerce & Industry](#)



3,680 Followers

[@FACCI Australia](#)



2,110 Followers

[@FACCI Australia](#)

CONTACT

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T +61 451 625 838 - charlotte.vergnory@facci.com.au

OUR PARTNERS



ABOUT THE CHAMBER

The French-Australian Chamber of Commerce & Industry (FACCI) is an independent not-for-profit organisation governed by a Board of Directors.

The Chamber's main mission is to promote its members and help French and Australian companies succeed through information, networking and business support services.

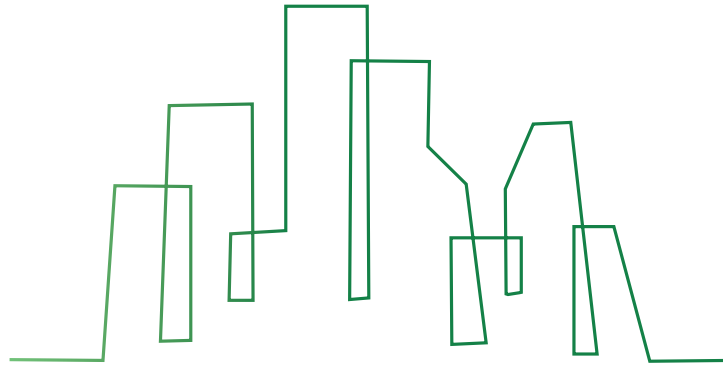
With its 120 years' experience, the Chamber has grown stronger and is now present across Australia with around 500 members and delivering more than 100 events each year.

Affiliated with CCI France International, FACCI benefits from a worldwide network of 126 French chambers operating in 95 countries.



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