

# 3<sup>rd</sup> Arab British Economic Summit & Expo



**ARABBRITISH**  
CHAMBER OF COMMERCE

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## Sponsorship Packages

**20**  
November  
2023





# TABLE OF CONTENTS

ABES2022	04
Sponsorship Opportunities	06
Previous sponsors	07
Sectorial Events	08
Packages	09
Exhibit at ABES2023	15
Our History	16
Our Core Services	17



**3<sup>RD</sup> ARAB  
BRITISH  
ECONOMIC  
SUMMIT 2023  
& EXPO**  
القمة الاقتصادية العربية البريطانية الثالثة

The Arab British Chamber of Commerce has long been the platform of choice for both British and Arab businesses and is strategically placed to help firms meet and expand their networks.

A trusted champion of the Arab-British partnership and an influential voice for business within the UK and Arab World, the ABCC is the organiser of the 3rd Arab British Economic Summit 2023 (ABES 2023).



# ABES2022

## Highlights

ABES2022 followed on from the first ABES held in 2019, which was widely held to have been a success. ABES2022 achieved even greater success attracting a total of around 800 registered delegates.

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Gathering in the sumptuous surroundings of the Hilton London Metropole Hotel, on 2 November 2022, the Summit turned a spotlight on the growing potential for business collaboration in the innovative tech sectors that are reshaping the future economy.

The event took place in the presence of Arab ambassadors, high ranking diplomats of various countries, City investors and numerous leading business executives.

Forty leading speakers drawn from public and private sectors and from government shared their insights and expertise with an audience of policy makers, senior executives, investors and traders from the Arab World and the UK.

The Summit's guiding theme, "Shaping a Shared Vision", set the terms for five separate sessions and began with one on the prospective UK-GCC Free Trade Agreement.

ABES2022 brought together hundreds of company executives and decision makers seeking to do business and maximise the advantages opened up by closer Arab-British collaboration.



Scan to watch  
the full conference



**Rt Hon Baroness Symons of Vernham Dean**  
ABCC Chairman

Opening the summit the Rt Hon Baroness Symons of Vernham Dean, ABCC Chairman, formally welcomed the distinguished delegations from across the Arab World who had travelled to London from as far afield as North Africa and the Gulf to take part in discussions with their British counterparts.

By hosting such events, the ABCC was fulfilling its mission of building bridges between Arab and British businesses and working together for mutually advantageous outcomes.

Baroness Symons mentioned that the ABCC was fast approaching its fiftieth anniversary and during the decades the Arab-British relationship had expanded and diversified significantly.



**Mr Bandar Reda**  
ABCC Secretary General & CEO

In his welcoming remarks, Mr Bandar Reda, Secretary General & CEO, ABCC, stated that the Chamber can be seen as a dependable strategic partner for all those seeking to succeed in bilateral trade.

“This pursuit of closer collaboration is a strategic priority shared by both UK and Arab governments. I am proud that the Arab British Chamber of Commerce remains at the very heart of these relationships respected by all sides as a dependable partner.”

# Sponsorship Opportunities

The Arab British Chamber of Commerce has long been the platform of choice for both British and Arab businesses and is strategically placed to help firms meet and expand their networks.

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## Networking

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ABES 2023, the ABCC's flagship event of 2023, will bring together senior government officials, ministers, diplomats, executives, investors and decision makers in the business sector. We anticipate upwards of 800 delegates and participants.



## Branding Awareness

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Maximise your company's brand recognition with our packages designed to provide exposure and awareness. ABES 2023 will provide your brand with targeted visibility in the months leading up to the event, during as well as afterwards.



## Promotion

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Choosing to become a sponsor or an exhibitor will allow you to take advantage of the extensive publicity campaign in the British and Arab media carried out during the run up to ABES 2023, along with exposure for your business on the day of the Summit.



# Our Previous Sponsors & Partners

The ABCC values strong, continuous relationships with each of its sponsors and works closely and flexibly with them to ensure their individual needs are met in full. Prestigious companies, market leaders in various sectors, regularly support the ABCC's Events and by working with us have gained valuable exposure.



# ABES2023

## SECTORIAL EVENTS

Our regular programme of events bring together the most senior government officials, ministers, diplomats, business executives, investors and decision makers from the UK and all 22 Arab countries.



In the run up to the 3rd Arab British Economic Summit 2023, the ABCC will be holding a series of Forums on dedicated topics that will feature in the full summit programme. During this event, we will be holding a session with a panel of experts from public and private industry to address questions related to sustainable tourism.

- 1st ABES Sectorial Event - 08/03/2023

### **Sustainable Tourism**

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- 2nd ABES Sectorial Event - 27/04/2023

### **Social Media and E-Commerce**

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- 3rd ABES Sectorial Event - 07/06/2023

### **The Power of Franchising**

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- 4th ABES Sectorial Event - 20/07/2023

### **Evolution of banking, Finance & Insurance**

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- 5th ABES Sectorial Event - 13/09/2023

### **Entrepreneurs of the Future**





## SUMMIT HEADLINE SPONSOR

Cost  
£50,000

- Verbal acknowledgement on the main stage at Opening and Closing plenaries
- Keynote speaking slot on the main stage at the Opening plenary (5 mins) with projected brand logo as exclusive “Headline Partner”
- Speaking slot (max 10 mins) in one of the sessions
- Exhibition stand (max 4mx6m) at a prime location
- Prominent brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Banner & video link, advertorial & corporate profile on the Chamber and Summit websites
  - Online: Branding across the Chamber’s social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: Double-page advertorial & one full-page of up to 500 words, exclusive “Headline Partner” corporate profile in the Event’s Guide
  - In Print: Branding on delegate name badges and lanyards as exclusive “Headline Partner”
- Interview with media representatives (British, International and Arab broadcasters)
- Up to five “B2B” pre-arranged meetings
- Delegate passes for up to ten guests (value £2,000)

### “HEADLINE PARTNER” ADDITIONAL BENEFITS WITHIN THE ARAB-BRITISH CHAMBER OF COMMERCE:

- Two Double-Page spread editorial for two years in the Chamber’s e-Bulletins & Quarterly Magazines
- One year web-linked box with company’s brand logo on the Chamber’s website [www.abcc.org.uk](http://www.abcc.org.uk)
- Complimentary three-year Platinum Membership of the ABCC (value £15,000)



**Cost**  
£35,000

## STRATEGIC SPONSOR

- Verbal acknowledgements on the main stage at Opening and Closing plenaries
- Chair one of the event's sessions including a presentation (max 10 mins with projected corporate brand logo)
- Exhibition stand (max 4mx6m)
- Brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Sponsor logo & video link, advertorial & corporate profile on the Chamber and Summit websites
  - Online: Branding across Chamber's social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: Double-page advertorial spread & corporate profile in the Event's Guide
- Interview with media representatives (British, International and Arab broadcasters)
- Up to three "B2B" pre-arranged meetings
- Delegate passes for up to five guests (value £1,000)

### **"STRATEGIC PARTNER" ADDITIONAL BENEFITS WITHIN THE ARAB-BRITISH CHAMBER OF COMMERCE:**

- One Double-Page editorial for one year in the Chamber's e-Bulletins & Quarterly Magazines
- Six months web-linked box with company's brand logo on the Chamber's website [www.abcc.org.uk](http://www.abcc.org.uk)
- Complimentary two-year Platinum Membership of the ABCC (value £10,000)



## GOLD SPONSOR

Cost  
£25,000

- Verbal acknowledgements on the main stage at Opening and Closing plenaries
- Panel member at one of the sessions including a presentation (max 10 mins with projected corporate brand logo)
- Exhibition stand (size 2mx3m)
- Brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Banner & corporate profile on the Chamber and Summit websites
  - Online: Branding across the Chamber's social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: Logo, advertorial & corporate profile in the Event's Guide
- Interview with media representatives (British, International and Arab broadcasters)
- Up to two "B2B" pre-arranged meetings
- Delegate passes for up to five guests (value £1,000)

### **"GOLD PARTNER" ADDITIONAL BENEFITS WITHIN THE ARAB-BRITISH CHAMBER OF COMMERCE:**

- One full-page editorial in the Chamber's e-Bulletins & Quarterly Magazines
- Six months web-linked box with company's brand logo on the Chamber's website [www.abcc.org.uk](http://www.abcc.org.uk)
- Complimentary two-year Gold Membership of the ABCC (value £4,000)



**Cost**  
£10,000

## SILVER SPONSOR

- Verbal acknowledgements during Opening and Closing plenaries
- Panel member at one of the sessions including a presentation (max 5 mins with projected corporate brand & logo)
- Exhibition stand (size 2mx3m)
- Brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Banner & corporate profile on the Summit website
  - Online: Branding across the Chamber's social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: one double-page advertorial & corporate profile in the Event's Guide
- Interview with media representatives (British, International and Arab broadcasters)
- Up to two "B2B" pre-arranged meetings
- Delegate passes for up to four guests (value £800)

### **"SILVER PARTNER" ADDITIONAL BENEFITS WITHIN THE ARAB-BRITISH CHAMBER OF COMMERCE:**

- Six months web-linked box with company's logo on the Chamber's website [www.abcc.org.uk](http://www.abcc.org.uk)
- Complimentary two-year Silver Membership of the ABCC (value £1,000)



## SESSION SPONSOR

Cost  
£15,000

- Panel member at one of the sessions (max 5 mins with projected corporate brand & logo)
- Exhibition stand (size 2mx3m)
- Brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Banner & corporate profile on the Summit website
  - Online: Branding across the Chamber's social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: Logo, advertorial & corporate profile in the Event's Guide
- Delegate passes for up to four guests (value £800)
- Complimentary two-year Silver Membership of the ABCC (value £1,000)

# Other Opportunities



## LUNCH & COFFEE BREAK SPONSOR

- Sponsor branding displayed in venue space used for coffee breaks and luncheon
- Exhibition stand (size 2mx3m) in luncheon area
- Logo branding on event marketing materials and website
- Delegate passes for up to two guests (worth £400)
- Complimentary one-year Silver Membership of the ABCC (value £500)

**£10,000**



## CLOSING RECEPTION SPONSOR

- Speaking slot (5 mins) in Closing plenary
- Company stand (size 2mx3m) at entrance to reception
- Brand marketing:
  - On Site: Logo branding at reception
  - In Print: one full-page company profile in the Event's Guide
- Delegate passes for up to four guests (worth £800)
- Six months web-linked box with company's logo on the Chamber's website [www.abcc.org.uk](http://www.abcc.org.uk)
- Complimentary two-year Silver Membership of the ABCC (value £1,000)

**£15,000**

# Exhibit at ABES2023

Accompanying the conference, there was a trade exhibition with stands displaying details of products and services of ABCC members, along with numerous embassies, chambers of commerce and governmental agencies. The exhibition area attracted plenty of attention from delegates during the day and proved a success for exhibitors in getting their messages across.

**£4,500**

- Exhibition stand (size 2mx3m)
- Brand marketing:
  - On Site: Sponsor name & logo in Conference Hall, Lounge and Exhibition areas.
  - Online: Banner & corporate profile on the Summit website
  - Online: Branding across the Chamber's social media platforms and marketing campaigns (prior, during & post-event)
  - In Print: Logo, one full-page advertorial & corporate profile in the Event's Guide
- Delegate passes for up to two guests (value £400)
- Complimentary one-year Silver Membership of the ABCC (value £500)



# Our History



**ARABBRITISH**  
CHAMBER OF COMMERCE

The Arab-British Chamber of Commerce is a not-for-profit membership organisation established in 1975 under the General Union of Chambers of Commerce, Industry and Agriculture for the Arab Countries. The Chamber has a unique function in the promotion of bilateral trade and investment between Britain and the Arab countries.

To achieve this, we work in close co-operation with government ministries, official trade and investment bodies, Arab diplomatic missions in London, the British Chambers of Commerce, the League of Arab States, leading Arab businesses and Chambers of Commerce in the Arab world.



**1975**

## Foundation

The Arab British Chamber of Commerce first emerges with the historic decision to create Joint Chambers of Commerce taken by the Economic Council of the League of Arab States in the early seventies. This led to the decision by the Arab Governments to set up the Chamber under a decree of the League of Arab States which gave it a mandate to: 'promote, encourage and facilitate bilateral trade.' This was followed by the Department of Trade and Industry (DTI) formally granting the Chamber a licence to operate on 10 January 1975.

التجارة  
طريق  
الصدقة

Friendship  
Trough  
Trade

The Chamber has a proud record of service in the promotion of Arab-British trade and bilateral cooperation. Over the decades its reputation for reliable and efficient service has grown considerably as the Chamber has been able to make a major contribution towards the strengthening of Arab-British trade and economic relations. The Chamber remains committed to the aspirations that are summed up in its founding principle encapsulated in its motto "friendship through trade".



# Our Core Services

As a membership organisation, the Chamber is dedicated to serving businesses whether they are located in the UK or operating from any Arab country. With decades of experience on which to draw, the Chamber offers expert advice on how to do business in the Arab markets. It has developed a whole range of specialist services from which members can derive significant benefits. The Chamber is ethically committed to keeping its expertise and services up-to-date in order to assist member companies in their pursuit of new business ventures in the Arab and British markets. Here are some services provided:



## Trade Services

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We provide the only Arab League endorsed certification services required for the export of goods to Arab countries.



## Translation

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The ABCC has unrivalled expertise in Arabic/English and English/Arabic translation. Our translators are qualified and trained to handle your requirement in both languages.



## Visa

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We provide this service to members to enable visas to be processed without having to come to London, thereby saving valuable time, effort and cost.



## Events

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The Chamber takes an active role in organising and participating in events to promote Arab-British trade. The Chamber organises an ambitious programme of prestigious networking events and exclusive business roundtables with Arab Ministers, Ambassadors and high profile business leaders.



## Publications

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Our dedicated editorial team publishes various publications for members which highlight new issues and opportunities affecting Arab-British trade.



## Venue Hire

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The Arab British Chamber of Commerce is located in the vicinity of the famous Grosvenor Square, in the heart of Mayfair, London's prestigious golden quarter.



**ARABBRITISH**

CHAMBER OF COMMERCE

**ARAB BRITISH CHAMBER OF COMMERCE**

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