



Corporate Partnership

Corporate Partnership Program 2021

GBA Corporate Partner



►The GBA offers its members a valuable “Corporate Partnership Program” which provides our partners with a particularly strong visibility and brand exposure in all of the Association’s activities in the course of the respective year.

►The program is a unique opportunity for both established businesses as well as new entrants to the Vietnamese market.

►The benefits are detailed in our overview below.

Some facts & figures

Platform	Audience	Exposure
Facebook	4000 Followers (63% growth compared to 2019)	80-100 posts per year, reaching around 1000 people per post on average - Non-paid, real audience!
LinkedIn	4200 Followers (50% growth compared to 2019)	Mainly senior level and a high engagement rate of almost 20%
AHK/GBA Newsletter	Distributed to all GBA members and AHK partners	over 16.000 copies a year
Events	28 events in 2020 (despite the global pandemic, 42 in 2019 for your reference)	Your logo visible at every event, in the event communication and after-communication
E-Mails	The Corporate Partners are visible in every E-Mail signature	The GBA office shoots out more than > 50.000 E-Mail yearly



GBA Events

32 business, sports, social and cultural events in HCMC and in Hanoi with almost 7,000 participants both in HCMC and in Hanoi

Your logo as GBA Corporate Partner is displayed in standees/banners and backdrops of the GBA's monthly networking events





MẢNH GHÉP NƯỚC ĐỨC
A PIECE OF GERMANY

GBA

SATURDAY 28 NOV 2020
10 AM - 6 PM
DEUTSCHES HAUS HO CHI MINH CITY
33 LE DUAN, DISTRICT 1

Consulate General of the Federal Republic of Germany, Ho Chi Minh City

DEUTSCHES HAUS HO CHI MINH CITY

gic AHK

DEUTSCHES HAUS HO CHI MINH CITY

Deutsche Bank

FESTO

Mercedes-Benz

Rödl & Partner

CORPORATE PARTNERS 2020

GBA German Business Association

MONTHLY BUSINESS MEETING

33 LE DUAN STREET, DISTRICT 1, HCMC

R.S.V.P: Ms Mai
mai@gba-vietnam.org

MONDAY, 05 OCTOBER 2020 | 5:45PM-8:00PM

AGENDA

5:45 - 6:15 PM: Registration & Welcome Drink
6:15 - 7:30 PM: Presentations
7:30 - 7:40 PM: Introduction of new GBA Members
7:40 - 8:00 PM: Updates on GBA Activities
Buffet Dinner & Networking

PARTICIPATION

GBA MEMBERS: 1,200,000 VND,
Early Bird: 950,000 VND
NON-MEMBERS: 1,800,000 VND,
Early Bird: 1,500,000 VND
(*): Binding registration latest 10 am, Monday 5 October
Cancellation after early bird deadline will be charged.

Virtual:

SPEAKERS

THE BUSINESS OF SAVING LIFE
Ma Quynh Anh Nguyen
Group Business Management Director
Hoan My Medical Corporation

THE ANGELS PROJECT FOR STROKE PATIENTS
Ms Cam Tu Vo
Business Manager Cambodia, Laos and Myanmar
Boehringer Ingelheim

Ms Ngoc Trang Nguyen
Stroke Care Program Manager
Boehringer Ingelheim

THE MEANING OF MERGER & ACQUISITION
Ms Meir Tiebalde
Head of Real Estate, Associate Director M&A

A clear Corporate Identity

- New GBA Logo in 2020
- New Marketing Materials
- New, modern Website with more room to feature our Corporate Partners and give you increased exposure.
- You are entitled to publish your news

05 OCTOBER 2020

WE CELEBRATE 30 YEARS GERMAN UNITY



GBA
German Business Association

Thank you for 3000 Likes!



GBA
German Business Association

CORPORATE PARTNERS 2020

Deutsche Bank

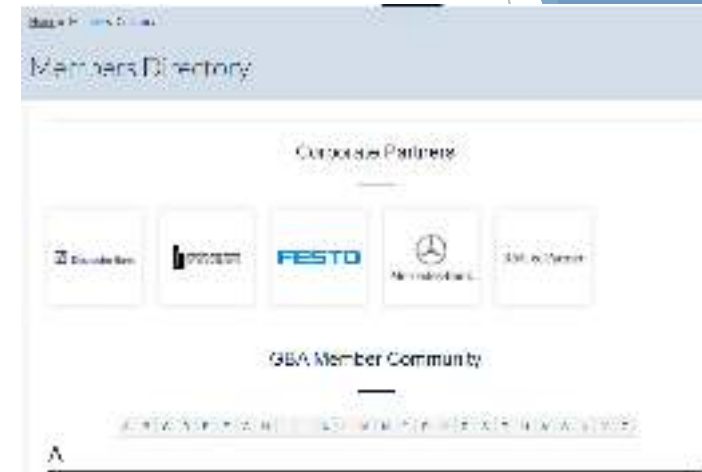
FESTO

Mercedes-Benz

Rödl & Partner

GBA Website

- Your logo and a link to your homepage is prominently placed on our website
- **Your events/news will be featured on GBA website quarterly, please always feel free to reach out to our Marketing Manager to submit your news for publishing.**



GBA/AHK Newsletter

- Your logo will appear in every issue of the monthly E-newsletter, to be sent to more than 600 GBA member contacts in Vietnam
- An exclusive promotional banner of the Partner will appear in one GBA E-newsletter issue
- Audiences x 2 : database is a compilation from GBA members as well as GIC/AHK subscribers (> 1000 local and global subscribers & 250 media contact).
- If you provide us with news text and picture, it will go to the official Newsletter (Corporate Partner only, send before 20th of each month)



GBA Social Media:

-Your logo will appear on a prime location at the top of the page of GBA's Social Media Channels (Facebook & LinkedIn).

→ Your Logo will appear on the Facebook and LinkedIn Cover Photo

→ Over 8000 followers on Facebook and LinkedIn!



→ Your events/news will be promoted on the GBA's Social Media Channels (Facebook, LinkedIn).

Your news are spread

New office, new staff, new achievement or award?

Send us your text and picture and we gladly share with our audience on Facebook, LinkedIn and Xing, as well as including it to the monthly Newsletter and Website News.

Make use of this opportunity! Our Marketing & Communications Manager will reach out every month for your News!

GBA Corporate Partner News

Dr. Philipp Rösler appointed President of the Advisory Council of Deutsches Haus Ho Chi Minh City



The members of Deutsches Haus Ho Chi Minh City and its member council appointed Dr. Philipp Rösler as the President of the Advisory Council. In his capacity as President of the Advisory Council he will act as an international brand ambassador for bilateral Vietnam-Germany interests and facilitator for German investments and interests for Deutsches Haus.

More information and official press release in English, German and Vietnamese: [2023.002](#)

Deutsche Bank invests to support Vietnam cross-border trade



Given the situation with COVID-19, Deutsche Bank is taking active steps to protect staff and clients and ensure continuity of operations across all businesses. The bank's priority is to protect employees, clients and to ensure the continuity of business operations across the globe. Deutsche Bank invests further into Vietnam to support higher trade flows from Europe, which are expected to increase following the recently ratified EU-Vietnam Free Trade Agreement (FTA).

DNV News is read the Press Release 2023:
Besides the GBA congratulates Deutsche Bank to a very important Anniversary – founded on

GBA corporate partners 2020




The Board of Directors of GBA has elected the following members for the year 2020:

- Deutsches Haus Ho Chi Minh City
- Deutsche Bank AG Ho Chi Minh City Branch
- Pezzo Company Limited
- Mercedes-Benz Vietnam
- Röhl & Partner

Thank you for your trust and support. GBA is the Partner's network, so it remains in touch with the former information. You can become a Corporate Partner anytime for this very special year in the history of the GBA, as 2020 marks the 20th Anniversary. This program provides our partners with a paid monthly listing with fully paid board expenses within the Association's activities within and beyond our member portfolio of almost 800 corporate and individual members. Throughout the course of the year, please refer to our Facebook program [here](#) or via contact via Mail at [info@gba.vn](#) for more details on this benefit.

GBA Corporate Partner News

Deutsches Haus Ho Chi Minh City: PURIFIED WATER - We carry no plastic bottles!



One of the special features of our building and living spaces for the benefit of our tenants is our water purification system of third German technology (HWT). Our tenants can be sure that we can provide our tenants with 100% pure fresh & free water while avoiding the use of plastic bottles and waste. A centralized water treatment system provides filtered & purified drinking water throughout the building partly taps making plastic bottles and drinking water unnecessary and obsolete. [Read more](#)

GBA Corporate Partner News - 2020.01.15.001

First 1000 members of GBA

The first 1000 members of GBA have been elected. The members of GBA are: 1. Deutsches Haus Ho Chi Minh City, 2. Deutsche Bank AG Ho Chi Minh City Branch, 3. Pezzo Company Limited, 4. Mercedes-Benz Vietnam, 5. Röhl & Partner, 6. GBA, 7. GBA, 8. GBA, 9. GBA, 10. GBA, 11. GBA, 12. GBA, 13. GBA, 14. GBA, 15. GBA, 16. GBA, 17. GBA, 18. GBA, 19. GBA, 20. GBA, 21. GBA, 22. GBA, 23. GBA, 24. GBA, 25. GBA, 26. GBA, 27. GBA, 28. GBA, 29. GBA, 30. GBA, 31. GBA, 32. GBA, 33. GBA, 34. GBA, 35. GBA, 36. GBA, 37. GBA, 38. GBA, 39. GBA, 40. GBA, 41. GBA, 42. GBA, 43. GBA, 44. GBA, 45. GBA, 46. GBA, 47. GBA, 48. GBA, 49. GBA, 50. GBA, 51. GBA, 52. GBA, 53. GBA, 54. GBA, 55. GBA, 56. GBA, 57. GBA, 58. GBA, 59. GBA, 60. GBA, 61. GBA, 62. GBA, 63. GBA, 64. GBA, 65. GBA, 66. GBA, 67. GBA, 68. GBA, 69. GBA, 70. GBA, 71. GBA, 72. GBA, 73. GBA, 74. GBA, 75. GBA, 76. GBA, 77. GBA, 78. GBA, 79. GBA, 80. GBA, 81. GBA, 82. GBA, 83. GBA, 84. GBA, 85. GBA, 86. GBA, 87. GBA, 88. GBA, 89. GBA, 90. GBA, 91. GBA, 92. GBA, 93. GBA, 94. GBA, 95. GBA, 96. GBA, 97. GBA, 98. GBA, 99. GBA, 100. GBA.

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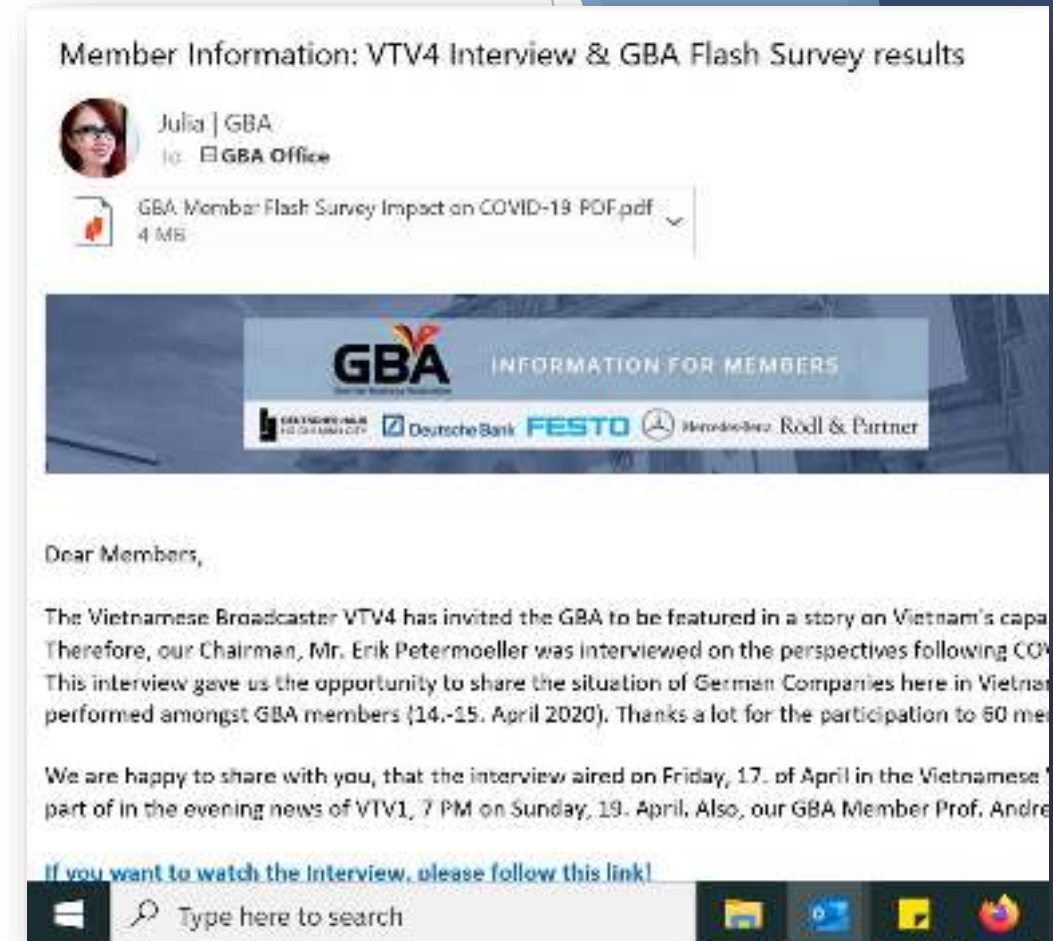
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GBA Correspondence:

Your logo will appear in the signature banner of all GBA emails blast, except the typical events which have their specific sponsors of each event.

→ The GBA office team sends >50.000 E-Mails throughout the year



VIP Status at selected GBA Events

You will be entitled to have **free admission for 2 representatives invited to events organized by the GBA** in HCMC and/or Hanoi (Monthly GBA Business Meeting, Excursions, Seminars and/or Workshops as well as the Grand Opening of Oktoberfest which is the most participated German cultural event in Ho Chi Minh City or in Hanoi.)

The Partner's representative will be invited for a presentation at one of the GBA monthly meetings in Ho Chi Minh City.





Preferred invitation to special events

- Round Table discussions with the German Embassy, VIP events
- Preferred referral to media requests
- Yearly appreciation dinner for our Corporate Partners



GBA Publications

Your logo will appear at marketing materials of GBA, as well as media publications

Direct Promotion

You will have an exclusive email blasted to GBA members twice (02) a year.

Just contact julia@gba-vietnam.org to submit your news to be send out on your behalf to your fellow GBA members.

This promotion benefit is strictly limited to our Corporate Partners.



A new Corporate Identity

- New GBA Logo in 2020
- New Marketing Materials upcoming in 2021
- New, modern Website with more room to feature our Corporate Partners and a strong brand Identity



Be our GBA corporate member first!- Then sign up with our
Corporate Partnership program!

For more information in English or German,
please contact our Marketing & Communications
Manager Ms Julia Goeb, for information in English
or Vietnamese , please contact Ms Hoang Tuyet
Mai

Already convinced?

► Sign up with our Membership Manager, Ms.
Hoang Tuyet Mai, mai@gba-vietnam.org

Partnership
fee for 12
months
consecutively:
126.000.000
VND

Your direct contacts:



Membership details,
contract details,
payment,
general information

Languages:
EN, VN

Ms Hoang Tuyet Mai
Membership Manager

mai@gba-vietnam.org

t: (84) (28) 3823 97 72 (ext: 113)

m: (84) (0) 903 906 181



News,
general information
& inquiries,
Marketing requests

Languages:
EN, DE

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Marketing & Communications Manager

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Thank you for your kind attention