GBA
German Business Association

CORPORATE PARTNERSHIP PROGRAM 2026

PLATINUM

BOSCH Invented for life

RÖDL

GOLD

contagi

Deutsche Bank

DEUTSCHES HAUS HO CHI MINH CITY

LUBRICANTS. TECHNOLOGY. PEOPLE. FUCHS

GVW

kobler

Luther.

Mercedes-Benz

MESSER Gases for Life

BIA SAO VÀNG

WIR GROUP

ZIEHL-ABEGG

SILVER

BNP PARIBAS The bank for a changing world

DÜRR

HAN SPACES

Hettich

STADA PYMEPHARCO

PREMIUM SERVICE PARTNER

BAYER

GRADION scaling business

BENEFITS	PLATINUM	GOLD	SILVER	PREMIUM SERVICE PARTNER
Amount (VND) | 12 Months	240 Million	135 Million	80 Million	200 Million
EVENTS				
GBA Oktoberfest (Tickets)	1 Table (10 Tickets)	2 Tickets	N/A	2 Tickets
GBA Monthly Business Meeting	4 Rep.	2 Rep.	1 Rep.	2 Rep.
GBA Excursion	4 Rep.	2 Rep.	1 Rep.	2 Rep.
GBA Sports Event	4 Rep.	2 Rep.	1 Rep.	2 Rep.
GBA Members for Members Workshop	4 Rep.	2 Rep.	1 Rep.	2 Rep.
Appreciation Dinner	2 Rep.	1 Rep.	1 Rep.	1 Rep.
Event Voucher (Non-refundable)	Up to 5 Mil. VND	Up to 3 Mil. VND	N/A	Up to 3 Mil. VND
1st Priority Presentation/Speech	GBA Business Meeting	GBA Business Meeting	N/A	GBA Business Meeting
Priority Seating	Head Table	Head Table	Head Table	Head Table
Participation in Partner's Events	Yes	Yes	N/A	Yes
Event Co-Organizing (Costs Covered by Partner)	2 Events (1st Priority)	1 Event (2nd Priority)	N/A	1 Event (2nd Priority)

BENEFITS	PLATINUM	GOLD	SILVER	PREMIUM SERVICE PARTNER
Amount (VND) | 12 Months	240 Million	135 Million	80 Million	200 Million
BRAND VISIBILITY				
Logo Visibility at GBA Office	Large	Medium	Small	Small
Promotional Marketing Materials (Displayed in GBA Office)	Large	Medium	Small	Small
Promotional Marketing Materials (Event Reception Desk)	4 times	2 times	1 time	2 times
Direct E-Introduction	Yes	Yes	Yes	Yes
Annual Membership Letter Mention	Yes	Yes	Yes	Yes
Exclusive Email Blasts	4 times	2 times	1 time	2 times
Trophy of Appreciation	Yes	Yes	Yes	Yes
Use of GBA Logo	Yes	Yes	Yes	Yes
Logo Visibility (Event Banners)	Large	Medium	Small	Small
Logo Visibility (Digital Marketing Materials)	Yes	Yes	Yes	Yes
Logo Visibility (Email Blast Banner)	Large	Medium	Small	Small
Event Proceedings (Presentations, Slideshow, etc.)	Large	Medium	Small	Small

BENEFITS	PLATINUM	GOLD	SILVER	PREMIUM SERVICE PARTNER
Amount (VND) | 12 Months	240 Million	135 Million	80 Million	200 Million
Exclusive Offer	First Come, First Served	N/A	N/A	N/A
MEMBERSHIP BENEFITS				
Additional Representatives	2	1	N/A	N/A
ADVOCACY & HIGH-LEVEL MEETINGS				
Access to Government Events	1st Priority	2nd Priority	N/A	2nd Priority
Attend High-Level Meetings	1st Priority	2nd Priority	N/A	2nd Priority

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Exclusive Offer	First Come, First Served	N/A	N/A	N/A
MEMBERSHIP BENEFITS				
Additional Representatives	2	1	N/A	N/A
ADVOCACY & HIGH-LEVEL MEETINGS				
Access to Government Events	1st Priority	2nd Priority	N/A	2nd Priority
Attend High-Level Meetings	1st Priority	2nd Priority	N/A	2nd Priority
NEWSLETTER				
Logo Display (Monthly)	Yes	Yes	Yes	Yes
Corporate Partner's News (Monthly)	Yes	Yes	Yes	Yes

BENEFITS	PLATINUM	GOLD	SILVER	PREMIUM SERVICE PARTNER
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GBA WEBSITE				
Logo Visibility (Homepage)	Large	Medium	Small	Small
Logo Visibility (Corporate Partner Page)	Large	Medium	Small	Small
News/Events Posts on GBA Website	4 Times	2 Times	1 Time	2 Times
Website Banner Placement	2 Times	1 Time	N/A	1 Time
MEDIA & PRESS				
Press Requests	1st Priority	Priority	N/A	Priority
Logo Visibility (Marketing Materials)	Large	Medium	Small	Small
SOCIAL MEDIA & GBA ANNOUNCEMENT GROUPS				
Logo Visibility (Homepage Banner)	Large	Medium	Small	Small
Partner News & Events on Zalo & WhatsApp Groups	4 times	2 times	1 time	2 times
Partner News & Events on Social Media	4 times	2 times	1 time	2 times
Partner's Notifications (GBA Konnects Platform)	1st priority	1st priority	1st priority	1st priority

GBA
German Business Association

LOYALTY DISCOUNT		
TERM	ANNUAL PAYMENT	ONE-TIME PAYMENT
2 YEARS	5%	10%
3 YEARS	10%	15%

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