



# CONNECT AND GROW WITH AUSTCHAM SHANGHAI

JOIN THE DIVERSE  
AUSTRALIA-CHINA  
BUSINESS COMMUNITY  
IN CHINA



# ABOUT AUSTCHAM SHANGHAI

The Australian Chamber of Commerce Shanghai (AustCham Shanghai) is the peak body for Australian business in East China. As a membership-based organisation, AustCham Shanghai represents businesses and individuals involved in trade and investment between Australia and China and provides support, education, advocacy and business services.

Founded in 1994, AustCham Shanghai is the largest Australian Chamber of Commerce in Greater China. As the trading relationship has evolved beyond energy and resources to encapsulate a wide variety of sectors, AustCham Shanghai has grown to represent businesses in every sector, from manufacturing, food and beverage, health and aged care, to education, and financial services.

The Chamber is based at Australia House by AustCham Shanghai, a standalone 5,300sqm seven-storey building in downtown Shanghai that provides physical offices, co-working spaces, food and beverage outlets, event spaces and showcase opportunities for the Australia-China business community. The development is in partnership with Anken, a long-term member of the Chamber.

Today, our Chamber brings the business community together through membership services, events, delegations, project management, representation and advocacy.



# MEMBER BENEFITS

AustCham Shanghai provides support centered on five key areas including business advisory and insights, networks, brand awareness, advocacy, and team engagement. In providing these services to members, AustCham Shanghai is able to effectively serve as a bridge for Australia-China business and help further the two bilateral trade relationship.



# BUSINESS ADVISORY & INSIGHTS



Staying up to date with the latest trends and insights remains crucial for international businesses looking to get ahead in China and grasp opportunities. With over 28 years of on the ground experience, AustCham Shanghai's team and network are well placed to provide the necessary business advisory and insights you require to develop a sound strategy in market.

## Dedicated Relationship Manager

Once you join as an AustCham Shanghai Member, you are assigned a dedicated Relationship Manager who will support you directly throughout your membership and cater our membership services to best suit your objectives. Your first point of call should always be your Relationship Manager, and Relationship Managers will check in at least quarterly.

## Bespoke Membership Plan

AustCham Shanghai is also committed to creating bespoke and targeted plans for member companies. This is part of our overall commitment to deliver targeted and planned support that best suits our member's needs. From providing advisory on business set up in market to bespoke industry needs such as facilitating distribution pathways, AustCham Shanghai's bespoke plans allow us to deep dive on relevant benefits and save considerable time and resources for members.

## Market Updates

Members are also able to stay informed and receive appropriate advisory through our events and communications. AustCham Shanghai runs events each month which are entirely delivered to provide relevant market updates for members. Our events focus on quality, and addressing members queries.



# NETWORKS

Business networks in China remain immensely valuable in identifying opportunities, connecting with likeminded partners, and staying up to date with the latest market trends. AustCham Shanghai's business community of member companies is the ideal network to plug into.

## Facilitated Business Connections

AustCham Shanghai provides members a number of channels to connect with fellow member companies and grow their in market network. AustCham Shanghai's Miniprogram, powered by UMS, is an online platform where members are able to scroll through the full membership directory and submit direct enquiries for potential connections. AustCham Shanghai's Relationship Managers also work directly with members throughout the year on bespoke plans, which include direct connections to relevant partners and businesses.

## Industry Forums

AustCham Shanghai currently has seven industry forums including: Finance, Investment & Tax; HR; Food, Beverage & Agribusiness; Manufacturing, Sourcing & Supply Chain; Built Environment; Education & Training; Women in Business. These industry forums provide platforms for members in relevant sectors to grow their network with decision makers and share insights. Industry forum activities take place quarterly and range from exclusive lunches to roundtable briefings. Our industry forums are additionally chaired by volunteer members who are able to further cater highly relevant activities for industry members.

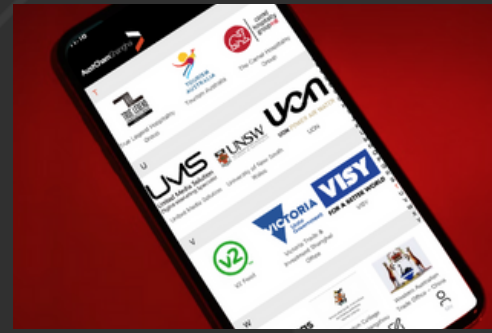
## Government Relations

AustCham Shanghai has an established government relations network both locally in China as well as with key Australian stakeholders. These government relations networks provide members an opportunity to hear the latest policy developments and insights, provide feedback, and build networks with policymakers. AustCham Shanghai frequently hosts briefings, visits, webinars and roundtables with both Chinese and Australian government stakeholders, exclusively for members.

## Executive Networking

At AustCham Shanghai, we recognize that the best connections are the ones connect you with decisionmakers. As such, AustCham Shanghai runs several executive networking functions prioritizing member attendance, which allow members to meet industry leaders.

# BRAND AWARENESS



AustCham Shanghai's network and platform also provides a great opportunity for member companies to build their brand awareness within the Australia-China business community. In addition to a network of member companies, AustCham Shanghai builds additional awareness outside of the membership community via these marketing and communications channels. Member companies can tap into this network and grow their brand awareness through content promotion, insights partnerships, and dedicated member features.

## Content Promotion

AustCham Shanghai regularly features and profiles member news, content, promotions, and announcements across its communications channels. These channels go out across platforms including WeChat, WeChat Channels, WeChat Miniprogram, LinkedIn, website, EDM and more. Members are fully entitled to use these platforms to build and maintain consistent brand awareness within the community.

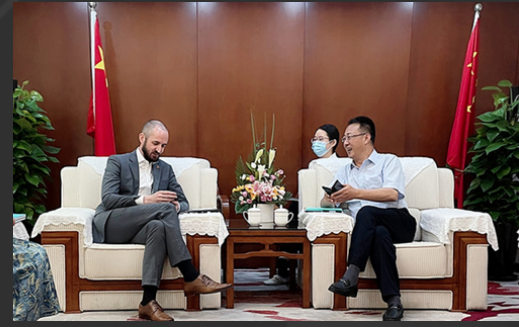
## Insights Promotion

In addition to general content promotion, AustCham Shanghai also partners with member companies to deliver unique and important business insights to the wider community. These insights are centered on key market trends and developments ranging from China's 5-year plan to sustainability practices in China. AustCham Shanghai also has a video insights series where members provide a brief video update on an industry development which is then featured as joint insights.

## Dedicated Member Features

Member companies are also provided a range of dedicated member features throughout the year in addition to content and insights promotions. New members received a dedicated and feature post, profiling their company across all AustCham Shanghai channels. Renewing members are also acknowledged for their years of support in a monthly renewal post. All members are included in the online membership directories on our Mini Program and website.

# ADVOCACY



As the voice for Australian business in China, AustCham Shanghai works to ensure that member interests are heard and reflected in its strategy and engagement with key external stakeholders. AustCham Shanghai members can advocate across areas including thought leadership, CSR, government relations and the Annual General Meeting (AGM).

## Thought Leadership

Throughout the year, AustCham Shanghai conducts several thought leadership reports as part of our overall effort to measure Australia-China business sentiment. These reports are done collectively and topically with various industry leaders and business associations, covering areas ranging from sentiment on tax changes in market to entrepreneurship networks. As a member, you will be able to frequently have your say and contribute to how Australia-China sentiment is measured and reported.

## Local CSR Activities

AustCham Shanghai has long term collaborations with worthwhile and vetted CSR partners including Shanghai Sunrise, Chunhui Children's Foundation, The Renewal Center and Lifeline. Our support and partnership with our CSR partners are incorporated into our community activities that allow all members to participate and demonstrate their support for local CSR.

## Government Relations

AustCham Shanghai has an established government relations network both locally in China as well as with key Australian stakeholders. These government relations networks provide members an opportunity to hear the latest policy developments and insights, provide feedback, and build networks with policymakers. AustCham Shanghai frequently hosts briefings, visits, webinars and roundtables with both Chinese and Australian government stakeholders, exclusively for members.

## AustCham Shanghai Strategy

AustCham Shanghai members are also able to have a say in the Chamber's strategy. This is realized through a number of rights granted to members including voting rights at the AGM, voting for board directors and annual town halls to provide direct feedback to the AustCham Shanghai board. An active chamber is a vocal one and we love to hear member input.

# TEAM ENGAGEMENT



At AustCham Shanghai, we strive to build an open community across our membership and as a result, our membership is unrestricted and not limited to set individuals. When your company joins as a member, all your team members are immediately enrolled as members and have access to member benefits. This deepens our engagement and provides greater accessibility for all.

## Internship Programs

In partnership with leading Australian universities, AustCham Shanghai runs an active internship program placing final year Chinese graduates in AustCham Shanghai member companies. Member companies participate to build their future talent pool, provide managerial experience to staff members and receive short-term support on existing work. As a member, you are eligible to participate as a host company at no cost.

## Member Insurance Program

In partnership with Martec, AustCham Shanghai offers an exclusive and competitive medical insurance program for all member companies. This insurance plan provides benefits including diverse coverage with international clinics and hospitals in China and worldwide, and discounted rates compared to individually negotiated insurance plans.

## Discounted Event Ticketing

As a member, all your team members are eligible for discounted event ticketing across AustCham Shanghai's event calendar. Whether it be for the latest market update in given industry or providing networking opportunities for your staff, you will have the opportunity for sending various or the most suitable staff member to every event. We particularly suggest our monthly Aussie Drinks as an easy and fun networking mixer to get started for new team members.



# JOIN AUSTCHAM SHANGHAI

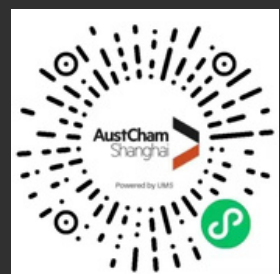
Follow us on social  
media to discover more



WeChat



LinkedIn



Mini Program



Career Hub

JOIN US

