



Liverpool China Partnership Benefits and Fees 2019/20

Liverpool China Partnership was formed to expand, strengthen and deliver greater benefit for Liverpool City Region and Isle of Man's trade, investment, tourism, education, cultural, civic and other links with China. We understand that our members' have different needs and may be at different stages of entering into China, and this is reflected in our membership tiers.

Liverpool China Partnership - Associates

Membership fee: £600 plus VAT a year

Benefits:

- Be updated on Liverpool City Region China-related **business information and activities**
- Be invited to Liverpool China Partnership quarterly **networking activities**, and potentially China-focused events in Liverpool, Manchester, London and other UK cities
- Be offered opportunities to engage with **inbound Chinese delegations** to Liverpool
- Be offered free **China-ready training programmes**, delivered by Liverpool City Council, Business Growth Hub, Industrial leaders and Liverpool China Partners; gain free or discounted access to advanced China-related language, skills and business training programmes delivered by Partner organisations.
- Draw on the support of the **other Members and Partners** to further your own China priorities
- Gain access to promote your business through Liverpool China Partnership official **PR** channel, including newsletters, official WeChat account (twitter equivalent), etc
- Company name, logo and contact details be listed on Invest Liverpool and Liverpool China Partnership **marketing collaterals**
- Be included in China Partnership **communication platforms** such as WeChat and Basecamp groups, where members and partners share information and China-related intelligence

Obligations:

- Activity attend and support China partnership events
- Contribute content to Liverpool China Partnership quarterly newsletters
- Promote Liverpool China Partnership and support other members

Liverpool China Partnership – Partners

Membership fee: £2,200 plus VAT a year

Benefits:

Partners will enjoy all benefits of the members plus

- A place at the **Liverpool China Partnership committee**, where your business will be able to directly shape Liverpool's engagement strategy with China, vote for important decisions, and give direction as to how the Partnership can best meet your needs.
- Be able to call on **senior civic level support** for your China activities, subject to availability
- Be invited to **exclusive Partner activities** and meetings with VIPs
- Request up to three **tailored meetings** with potential Chinese government and business stakeholders, which China Partnership will facilitate and arrange
- Be offered **featured promotion** page in China-related Liverpool city region marketing materials

Obligations:

- Actively attend committee meetings and support partnership activities, each member will lead on running at least one partnership event a year
- Commit time and resources on managing and operating the Partnership
- Take responsibility to develop Liverpool China Partnership network and support other partners and members

Liverpool China Partnership – Board Directors [Invitation Only]

Membership fee: £5,000 plus VAT a year

Benefits:

Partners will enjoy all benefits of the Partners plus

- Be part of the **decision-making board** to drive forward Liverpool-China relationship, input into decisions on Liverpool China strategy, priorities and activities. Lead on planning China outbound missions, including cities to visit and sector-focused events /meetings
- Request for bespoke **benefits tailored** to Board Director's needs
- Be invited to Board Directors **VIP meetings** and **exclusive events**
- Be offered up to two Wechat **Key Opinion Leaders** promotion campaign through Liverpool China Partnership official account

Obligations:

- Lead on shaping and delivering Partnership strategies and Liverpool China engagement plan
- Attend official duties to represent Liverpool China Partnership, actively promote the Partnership in the UK and China
- Support members' China activities, lobbying on behalf of Members and Partners when needed

Contact:

If you would like to learn more about Liverpool China Partnership, please be free to contact

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