



Promotional Opportunities and Activities of AmCham

2024

www.amcham.hr

Executive Lunch

The Executive Lunch of the American Chamber of Commerce is a representative event that brings together presidents and board members of member companies to discuss strategic issues. Speakers at AmCham's Executive Lunches are **selected ministers and senior government officials**, and the business community is attended by minimally regional directors of well-known international companies. These events are held with the participation of representatives of the public sector and the media at the invitation of AmCham, and usually bring together between 80-120 people with the almost regular participation of the US Ambassador.

July 2024 Executive Lunch with the new US Ambassador

The new US ambassador Nathalie Rayes will address AmCham members and present her views on the opportunities for improving business relations between the two countries.

October 8, 2024 Executive Lunch on topic of foreign direct investments

Foreign direct investments are one of AmCham's strategic topics, especially those aimed at export markets, because such investments bring inclusion in global value chains, job creation, transfer of technology, knowledge and work models, which additionally results in the growth of productivity and competitiveness of the economy.

THE SPEECH OF THE MINISTER OF ECONOMY AND SUSTAINABLE DEVELOPMENT WILL BE FOLLOWED BY A PANEL DISCUSSION.



October 10, 2023

[Executive Lunch "Global trends in FDI – where is Croatia?"](#)



September 27, 2022

[Executive Lunch "FDI as an opportunity for economic recovery"](#)

Sponsorship Offer

	GOLD SPONSOR	SILVER SPONSOR	SPONSOR
Speech/presentation and participation of company representative at panel discussion	✓		
Participation of company representative at panel discussion		✓	
Company logo on web banner on AmCham home page for period of one month	✓		
2 seats at VIP table	✓		
Free participation for 4 persons, sponsor's invitees	✓		
Free participation for 2 persons, sponsor's invitees		✓	
1/1 page ad or article in News&Views / Yearbook	✓		
1/2 page ad or article in News&Views / Yearbook		✓	
Ad (banner) in two issues of electronic newsletter	✓		
Ad (banner) in one issue of electronic newsletter		✓	
Distribution of commercial materials or appropriate gifts	✓	✓	
Company logo on printed invitations	✓	✓	
Company logo on electronic invitations	✓	✓	✓
Company logo on event page on AmCham web	✓	✓	✓
Company logo in News&Views and/or Yearbook	✓	✓	✓
Company logo in introductory video	✓	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	6.000 eur + vat	3.000 eur + vat	1.500 eur + vat

The above-mentioned amounts apply only to AmCham members.

In case of interest, it is possible to have a higher category of sponsorship than those listed.

Power Breakfast

Power Breakfast is short, thematic, morning session addressing a specific topic of importance to the business community. It includes participation of one or more speakers, usually a **minister, state secretary or other high official from the public sector**. The speech is followed by questions and comments from the audience. The speech may be followed by a panel discussion with participation of representatives from the private and public sector.

April, 2024 Power Breakfast on the topic of public procurement

In recent years, in addition to national funds, European funds are increasingly used in public procurement procedures, and it is additionally important to ensure the most effective functioning system of the legislative, institutional and implementation framework within the public procurement system.

Public sector stakeholders must play an active role in improving the public procurement system, primarily through raising awareness of the problems highlighted by private sector stakeholders, and then through strengthening their own capacities in order to successfully deal with the challenges brought by an increasingly competitive market.



February 7, 2023

[Power Breakfast with Deputy Prime Minister Davor Božinović](#)



April 4, 2023

[Power Breakfast "The Strategic Role of Public Procurement"](#)

Sponsorship Offer

	GOLD SPONSOR	SILVER SPONSOR
Speech/presentation or participation of company representative at panel discussion	✓	
1 seat at VIP table	✓	
Company logo published on printed invitations	✓	
Ad (banner) in one issue of electronic newsletter	✓	
1/1 page ad or article in News&Views magazine / Yearbook	✓	
1/2 page ad or article in News&Views magazine / Yearbook		✓
Company logo on electronic invitations	✓	✓
Company logo on event page on AmCham web	✓	✓
Company logo published in News&Views magazine and/or Yearbook	✓	✓
Company logo on introductory slide	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓
Company mention in welcome speech	✓	✓
	3.000 eur + vat	1.500 eur + vat

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Conference

The main purpose of conference is to promote, develop and increase business standards, as well as inform members and non-members of relevant issues important to their business. Speakers at AmCham's conferences are **elected ministers and senior representatives of public authorities**, and from the business community at least regional directors of well-known international companies participate. The speech is followed by a **panel discussion in which representatives of the private and public sectors participate**. At the end of the event, participants can ask questions to the speakers and comment on the presentations.

March 26, 2024 Conference "Trends in Healthcare – Challenges and Opportunities"

This conference is a traditional gathering place for public and private sector representatives and experts to exchange opinions and best practices. The increasing use of AI, a stronger focus on preventative healthcare and elderly care, convergence of mental and physical healthcare – these are some the key drivers that will impact healthcare in 2024 on a global level. The use of terms such as personalized medicine, virtual health assistants, digital twins, IoT virtual hospitals and telemedicine 2.0, and virtual and augmented reality in healthcare is increasingly common.

How to improve access, quality and efficiency in healthcare, solving various challenges and accepting technological progress and taking into account existing good practices as well as where Croatia is in terms of global healthcare trends that are becoming more and more agile, patient-oriented and data-driven – these are some of the topics of this year's conference.

April 16, 2024 Conference "Digital Croatia 2030"

The European Union wants to significantly speed up the digital transformation by 2030 through the European Digital Decade. For this purpose, the Digital Compass was prepared, which sets ambitious goals for the member states, including Croatia, which should be achieved by the end of this decade. The Republic of Croatia is preparing the "Digital Croatia 2032 Strategy", which sets the path for digital transformation in the areas of skills, infrastructure, digital transformation of companies and public services.

The conference will focus the latest trends, the introduction of artificial intelligence into business processes, and past application experiences.

May 7, 2024 Conference on the topic of taxes and tax policy

Tax policy is an indispensable part of the growth and development of the economy, especially in these challenging times, and tax relief is one of the strategic determinants of AmCham.

The aim of the event is to exchange opinions and best practices on the contribution of tax policy to strengthening Croatia's competitiveness, retaining human capital and creating a favorable business environment.

November 20, 2024 Conference on the topic of ESG

As the world faces a number of serious challenges - from climate change to social inequalities - the business sector has a responsibility to drive change, but also a chance to lead important opportunities that can help shape future prosperity for all. It is a good strategy for sustainable growth and development that is not only driven by profit generation, but also includes achieving net zero emissions, good care of employees and transparency in the decision-making process - all elements that make up a successful company that will help people improve their lives in the long term.

Conference



March 14, 2023
*Conference "Trends in
Healthcare – Challenges
and Opportunities"*



April 25, 2023
*Conference "Digital Croatia
2030"*



November 7, 2023
*Conference "Business
sustainability with ESG
principles"*

Sponsorship Offer

	GOLD SPONSOR	SILVER SPONSOR	SPONSOR
Participation of company representative at panel discussion	✓	✓	
Speech/presentation of company representative	✓		
Company logo on web banner on AmCham home page for period of one month	✓		
2 seats at VIP table	✓		
Free participation for 4 persons, sponsor's invitees	✓		
Free participation for 2 persons, sponsor's invitees		✓	
1/1 page ad or article in News&Views magazine / AmCham Yearbook	✓		
1/2 page ad or article in News&Views magazine / AmCham Yearbook		✓	
Ad (banner) in two issues of electronic newsletter	✓		
Ad (banner) in one issue of electronic newsletter		✓	
Distribution of commercial materials or appropriate gifts	✓	✓	
Company logo on printed invitations	✓	✓	
Company logo on electronic invitations	✓	✓	✓
Company mention in the media promoting the event	✓	✓	✓
Company logo on event page on AmCham web	✓	✓	✓
Company logo in News&Views and/or AmCham Yearbook	✓	✓	✓
Company logo in introductory video	✓	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	6.000 eur + vat	3.000 eur + vat	1.500 eur + vat

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Co-organized Event

Events organized with **AmCham** member and non-member, on a specific business-related topic, max. duration up to half day, for 30-80 attendees. The co-organizer is an equal partner in organizing this event and as such devises the program (topic, speakers etc.). Invitees are **AmCham** members and non-members (clients of co-organizer).



March 29, 2023 [Co-organized Event "Credit Management and Trade Credit Insurance in 2023 – Trends and Challenges"](#)



September 20, 2023 [Co-organized Event "Big Change, Big Opportunities: Croatia Driven by Economic Recovery and Digital Revolution"](#)

	COORGANIZER* AmCham MEMBER	COORGANIZER* AmCham NON-MEMBER
Introductory presentation		✓
Participation of company representative at panel discussion		✓
Company logo published on printed invitations (up to 100 printed invitations)		✓
Company logo on electronic invitations		✓
Company logo published on event page on AmCham web		✓
Company logo published in News&Views and/or Yearbook		✓
Company logo on information board at the hotel on the day of event		✓
Promotional materials at the event (roll up and similar)		✓
Distribution of commercial materials or appropriate gifts		✓
	1.500 eur + vat	2.200 eur + vat

* In addition to the above amount, the co-organizer also covers all related costs that may arise (venue, food and drink, sound system, translation, photographer, etc.). In the case of more than one co-organizer, AmCham will charge each co-organizer a fee of EUR 1,100 + VAT (member companies) and EUR 1,700 + VAT (non-member companies).

AmCham Talents

Contributing to Croatia's future by developing talented, ethical, open-minded business leaders

AmCham Talents program was initiated in 2013 with a goal of developing leadership skills of promising young business professionals.

Young professionals recognized as high potential employees within their companies usually have opportunities for postgraduate education and trainings but lack practical experience and opportunity to develop their soft skills by learning directly from leaders in different industries. This program hopes to bridge this gap and contribute to the personal and career development of such employees through a series of interactive sessions by prominent leaders and networking opportunities with their peers.

So far more than 970 young talents participated in AmCham Talents program and gained valuable knowledge from more than 85 distinguished speakers.

March 2024 – December 2024



Sponsorship Offer

	PLATINUM SPONSOR	GOLD SPONSOR	SPONSOR
Free attendance for 6 employees	✓		
Free attendance for 2 employees		✓	
Free attendance for 1 employee			✓
1/1 Poslovni dnevnik interview	✓		
Statement in an article in Poslovni dnevnik (1/2 pg. article) and on the poslovni.hr website – program announcement	✓		
Logo in 6 ads in Poslovni dnevnik	✓	✓	
Company representative in the evaluation committee for the selection of the AmCham Talent of the Year	✓	✓	✓
Award ceremony speech	✓		
Video statement of the company CEO/Board member published on the AmCham web and sent to Program participants	✓		
Opportunity for a company visit and speech / presentation	✓		
Article about company visit published in the News & Views magazine	✓		
1/1 page ad or article AmCham Yearbook	✓		
1/2 page ad in the News & Views magazine		✓	
Logo in the News & Views magazine	✓	✓	✓
Logo on AmCham web page (program announcement)	✓	✓	✓
Logo on electronic invitations	✓	✓	✓
Logo on the event banner displayed at each event from the program	✓	✓	✓
Distribution of the sponsor materials at the final AmCham Talents event	✓	✓	✓
	3.700 eur + vat	1.500 eur + vat	750 eur + vat

The above-mentioned amounts apply only to AmCham members.

Communication Channels

News & Views Magazine

[News & Views Magazine](#) is issued twice a year. 1500 copies of high-quality business magazine in English language are distributed to the senior management of **AmCham** member companies and selected business partners as well as various government and international institutions in Croatia, including diplomatic corps and **AmCham** global network. It is available at all **AmCham** events and in business lounges of 4 and 5-star hotels in Zagreb. Electronic version of the magazine can be found on **AmCham** Croatia's web page.

Commercial ad or PR article	1 page	450 eur
	1/2 page	270 eur
	1/4 page	150 eur
	inner cover	700 eur
	back cover	950 eur
	double page	800 eur
	flyer (A4, 2-sided print)	450 eur

Yearbook

[Yearbook](#) is distributed once a year to all **AmCham** members and European **AmChams** that will make it available to their membership. It will reach relevant international and local audience and it can be used throughout the year as a valuable reference. The Yearbook contains a detailed listing of **AmCham** members' data and their contact info, **AmCham**'s Annual Report as well as information about committees and Board of Governors, useful information about Croatia and its state bodies and institutions.

Commercial ad or PR article	1/1 page	370 eur
	1/2 page	250 eur
	inner cover	600 eur
	back cover	900 eur
	third page	700 eur
Yearbook Sponsor	includes one inner cover ad, two one-page ads and company logo on the Yearbook cover	2.100 eur
Ads in the policy section of the Yearbook (areas covered: economic policy, investment promotion, digital transformation, environment and energy efficiency, health care, public procurement, IPR, tourism)	1/1 page	450 eur
	1/2 page	300 eur

Communication Packages

Yearly Advertising

One-page ad	1/1 page in every issue of the News & Views magazine (two issues per year) 1/1 page in the Yearbook Newsletter – ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue	1.400 eur
Half-page ad	1/2 page in every issue of the News & Views magazine (two issues per year) 1/2 page in the Yearbook	700 eur

Company in Focus

Company Promotion	1/1 page in the News & Views magazine 1/1 page sponsored article in the News & Views magazine containing interview with the manager, event announcement or industry news Newsletter – ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue	950 eur
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Prices do not include VAT.

New Member Package

1+1 Offer

By booking one ad in News & Views magazine you will receive an extra ad or sponsored article of the same size for free (in the same or next issue of News & Views magazine) as well as ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue.

This offer is valid within one year after joining AmCham.

The Chamber's newsletter is sent every two weeks to more than 2,000 e-mail addresses of middle and senior management of AmCham member companies and other business partners, as well as national and international institutions.

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