

AmCham China

T I A N J I N

中国美国商会·天津

AMCHAM CHINA TIANJIN 2023 HR FORUM

Integration Between Industry And Education
Cost Reduction And Efficiency Improvement

中国美国商会天津**2023**年度人力资源峰会----产教融合 降本增效

2023.10.18

Tianjin



INTRODUCTION

In the fast-changing business environment, human resources work is becoming increasingly important. In order to improve the efficiency and competitiveness of enterprises, the future of human resource management needs a diversified mindset for strategic transformation to achieve the long-term goals of enterprises.

On **October 18**, AmCham China Tianjin 2023 HR Summit will be held with the theme of **“Integration between Industry and Education, Cost Reduction and Efficiency Improvement”**, and we will invite relevant government departments, industry leaders and professionals to share industry policies, HR strategic transformation trends and best practices.

TOPICS

- ❖ Policy and implementation plan for Integration between Industry and Education
- ❖ Project sharing by universities and vocational colleges
- ❖ Is talent ready for reinvention?
- ❖ How flexible labor can reduce costs and improve efficiency in an era of rapid change?
- ❖ How AI digitization empowers companies to reduce costs and improve efficiency?
- ❖ Best practices sharing by AmCham China member companies

SPONSORSHIP PACKAGES

Benefits		Golden RMB 25, 000	Silver RMB 12, 000	Exhibition RMB 5, 000
Media Coverage & Free AD	Full page AD on AmCham Quarterly Magazine (Values RMB18,000)	1		
	AmCham China Tianjin WeChat Account Promotion	2 times	1 time	
Pre-event Benefits	Logo on all relevant event publicity and marketing materials	√	√	√
Event Access	Representative(s) at VIP table	2	1	
	Exhibition booth at the event venue	1	1	1
	Company name recognition at the beginning and end of the event	√	√	√
	Complimentary tickets	4	2	2
Brand Visibility/ On-site Benefits	2 minutes promotional video played during lunch	√		
	Space for roll-up banner at the exhibition area	1	1	1
	Logo on the main backdrop and tickets	√	√	√
	Logo and name mentioned in post-event reporting and publications	√	√	√

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