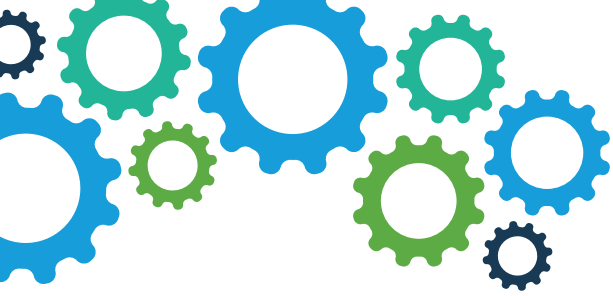


# GS1 Hong Kong Vendor Partner Programme

Go Further, Reach More



## Expand Network & Drive Business Growth

The Vendor Partner Programme (VPP) aims to build a collaborative community of our vendor partners and corporate members, to drive business growth and co-create success, achieving a win-win situation for all.

Raise your company profile  
in the profession



Strengthen your brand  
and enhance exposure

Access exclusive business  
opportunities



Reach key decision-makers

Keep abreast of latest  
GS1 global standards  
development



# Join Our Community

We offer 3 distinctive partnership categories. Choose the category that's best suited to your needs.

	Partnership Category	Strategic Partner	Industry Solution Partner	Associate Partner
Market Outreach & Business Networking	<b>Free Tickets for GS1 HK Member Gala Dinner or GS1 HK Summit</b> Exclusive connections with senior industry executives from major brands, retailers and logistics providers	4	1	N/A
	<b>Member's rate</b> for joining all GS1 HK events, trainings and activities	✓	✓	✓
Branding & Marketing	<b>Company logo &amp; information</b> listed on GS1 HK's website (www.gs1hk.org)	✓	✓	✓
	Opportunity to <b>display and distribute leaflets</b> or catalogues at GS1 HK office	✓	✓	✓
	<b>Success case sharing</b> in GS1 HK Case Book (given the fact that the case must have GS1 HK involvement)	Up to 2 Cases	Up to 1 case	Up to 1 case
	<b>Banner Ad in GS1 HK monthly eNewsletter</b>	1	1	1
	Opportunity to insert an <b>advertisement in GS1 HK's publication "Business Connect"</b>	1 Page	Half Page	N/A
	<b>eDM blast</b> to targeted industries within GS1 HK's member base (eDM content & design to be provided by the vendor partner)	1 Round	1 Round	N/A
	<b>Preferential advertising rates</b> for GS1 HK eNewsletters and publications	✓	✓	✓
Business Matching & Development	<b>Public Speaking Opportunity</b> - Speaking opportunities at GS1 HK activities (e.g., seminars, webinars, workshops, networking events...)	2 Sessions	1 Session	N/A
	<b>eDM blast</b> to targeted industries within GS1 HK's member base (eDM content & design to be provided by the vendor partner)	✓	✓	✓
<b>Entrance Fee (one-off)</b>		<b>HK\$5,000</b>	<b>HK\$5,000</b>	<b>HK\$5,000</b>
<b>Annual Fee</b>		<b>HK\$60,000</b>	<b>HK\$35,000</b>	<b>HK\$8,800</b>

**Note:**

- The above entitlements are subject to availability and will be on a first-come-first-served basis
- Details are subject to change without prior notice, please contact GS1 HK for latest details
- In the case of any disputes, GS1 HK reserves the right of final decision



## Participate in GS1 HK events and activities



Our vendor partners can enjoy member's rate for joining GS1 HK events and activities to expand business network and enhance exposure.



**JOIN & CONTACT US NOW**

✉ [vpp@gs1hk.org](mailto:vpp@gs1hk.org)

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