



**AUSTCHAM**  
H O N G   K O N G

A MEMBER OF AUSTCHAM GREATER CHINA

# AustCham Hong Kong 2026 Advertising Opportunities Access. Influence. Advantage.

*Connect your brand with Australia's leading business  
community in Hong Kong*

# Why Advertise with AustCham?

Reach a highly engaged, influential audience through AustCham Hong Kong's advertising opportunities. Our channels connect your brand with a trusted business community that values insight, connection, and impact.



## Targeted Reach

Connect with decision-makers and senior business leaders.



## Multiple Channels

Promote your message across our weekly Newsletter, eDM, Website and LinkedIn.



## Trusted Platform

Align your brand with one of Hong Kong's leading international business chambers.

Whether you want to build awareness, promote an event, or strengthen your presence in Hong Kong, AustCham offers a powerful platform to reach the right audience.

Review the following specifications to ensure your materials meet our requirements and give your campaign the strongest possible impact.



# Advertising Opportunities

## Email Marketing

sent to 4,000+ contacts

|                               | Corporate Member Rate:<br>SME, Silver, Gold & Platinum<br>Patrons (HKD) | AustCham Community<br>Rate (HKD) |
|-------------------------------|-------------------------------------------------------------------------|----------------------------------|
| AustCham Weekly<br>Newsletter | 2,500                                                                   | 3,500                            |
| Standalone eDM                | 6,500                                                                   | 9,500                            |
| Standalone eDM<br>bundle of 2 | 10,000                                                                  | 17,000                           |

## Website Advertising

|                                | Corporate Member Rate:<br>SME, Silver, Gold & Platinum<br>Patrons (HKD) |          | AustCham Community<br>Rate (HKD) |          |
|--------------------------------|-------------------------------------------------------------------------|----------|----------------------------------|----------|
| Website Banner<br>(2000x344px) | 3 months                                                                | 6 months | 3 months                         | 6 months |
|                                | 12,000                                                                  | 20,000   | 15,000                           | 28,000   |

Website Statistics Overview

99K

1 year unique visitors

8,250

Monthly unique visitors

133K

1 year page views

11,100

Monthly Page views

19K

Website Clicks per year

# AustCham Weekly Newsletter

Reach 4,000+ contacts and promote your brand through AustCham Hong Kong's weekly newsletter, connecting with an engaged business audience across trusted, high-visibility channels.

- Weekly newsletter sent to subscribers every Tuesday morning (HKT)
- Recommended length: 150 words
- Image requirements: minimum 400×400 px, JPEG or PNG
- Content must be non-promotional

## Examples

**MEMBER SPOTLIGHT**



HKUST Business School Executive Education Office

**Inspiring People for Continued Success - Learn with the best, from the best**

HKUST Business School Executive Education Office offers company-specific and open-enrolment programmes which provide executives and managerial talents in corporations, both local and overseas, with a platform to sharpen skill sets and acquire the cutting-edge insights that help executives to stay ahead. HKUST achieves this by combining the expertise of our Business School's world-renowned faculty with input from executive-level specialists from industry and management.

Every year a number of open programmes, ranging from 1 to 8 days in duration are offered to address the specific needs from executives.

For more information, visit us at [execed.hkust.edu.hk](https://execed.hkust.edu.hk)



Website

LinkedIn

**COMMUNITY FEATURE**

**Crown Information Management**



**From paper to digital intelligence: Why OCR and ICR matter today**

Paper documents are still a reality for many organisations in Hong Kong, particularly in regulated and document-heavy industries. Advances in Optical Character Recognition (OCR) and Intelligent Character Recognition (ICR) now allow businesses to convert physical records into searchable, structured digital information with high accuracy. Enhanced by AI and machine learning, these technologies improve access to information, support compliance, and reduce manual handling.

For sectors such as finance, insurance, healthcare, and logistics, intelligent document capture has become a practical way to strengthen governance, optimise space, and support long-term operational resilience - without needing to eliminate paper entirely.

[Read More](#)

**Financial Times Board Director Programme**



The Financial Times Non-Executive Director Diploma Asia is a formally accredited, postgraduate qualification designed for current and aspiring non-executive directors seeking to strengthen their boardroom impact in an increasingly complex business environment.

Delivered over six months in a flexible hybrid format, the programme combines practitioner-led teaching, practical case studies and peer learning with a network of senior executives and board professionals from across Asia and beyond.

Designed for senior leaders preparing for their first board role, newly appointed directors, and experienced NEDs looking to refresh their expertise, the FT NED Diploma offers a rigorous and highly practical route to boardroom readiness.

**Early admission ends 30 June 2026.**

[Download the brochure](#)

[Read More](#)

# Standalone Electronic Direct Mail (eDM)

Deliver a fully branded, standalone campaign directly to our members' inboxes and drive stronger engagement with your message.

## Distribution

- Monday, Wednesday, Thursday & Friday
- Please confirm your preferred distribution date, and we will do our best to accommodate your request

## Content & Creative

- Subject line
- Preview text
- Recommended length: 300 words
- Image requirements: minimum 400×400 px, JPEG or PNG

## Call-to-Action

- Primary CTA button text (*for example, Register Now or Learn More*)
- Primary click-through URL either button text or via image

## Examples

 This EDM is being sent on behalf of **Abercrombys**, (a member of the Australian Chamber of Commerce in Hong Kong.)

**ABERCROMBYS**



**ELTHAM, VICTORIA, AUSTRALIA**  
16 Yarra Braes Road

Landmark-designed gardens introduce this reimagined family home of exceptional quality and style. A designer kitchen anchors expansive indoor-outdoor living, flowing to a resort inspired setting with pool, spa, summer house and tennis court. Luxurious accommodation, premium finishes and smart technology complete this private lifestyle sanctuary.

**PRIVATE AUCTION**  
Thursday 14 May

Simon Curtain 0495 385 285  
In conjunction with Morrison Bloomer | Craig Parker 0404 354 686

**ABERCROMBYS.COM.AU**

 This EDM is being sent on behalf of **QBE Hong Kong**, a member of the Australian Chamber of Commerce in Hong Kong.

**QBE** 140 years of insurance excellence

At the heart of it  
Wherever your business takes you, you'll find us there.

**At the heart of insurance for 140 years**  
As an Australian-founded insurer with proud 140-year heritage, QBE has grown into a global insurance organisation helping businesses manage risk and grow with confidence across key markets worldwide.  
In Hong Kong, we have been serving the market for over a century, delivering comprehensive general insurance (GI) solutions to corporates, SMEs, and multinational organisations. As a pure GI insurer, we offer focused expertise with no competing life business, making us a neutral and trusted partner.

**A trusted partner for Australian businesses**  
With strong roots in Australia and a well-established presence in Hong Kong, QBE understands the needs of Australian businesses operating in the region. We combine local market insight with global capabilities to support clients across Asia and beyond.

**Our capabilities**

- Employees' Compensation**  
Trusted expertise in complex workforce risks and claims.
- Broad and specialised GI solutions**  
Property, liability, financial loss and SME packages.
- Strong underwriting expertise and flexibility**  
Tailored coverage for complex or non-standard risks.
- Global network with local delivery**  
Support across Australia, Hong Kong, Singapore, the UK and the US.

**Why QBE**

- Deep local expertise with global reach
- Strong underwriting discipline with flexibility
- Proven track record supporting corporates and SMEs

**Let's connect**

Whether you are expanding into Asia or reviewing your insurance programme, our team would be pleased to explore how we can support your business.

**Contact QBE Hong Kong**

[info.hk@qbe.com.hk](mailto:info.hk@qbe.com.hk) | [+852 2828 1998](tel:+85228281998)

**QBE Hong Kong**  
At the heart of it. Partnering with you to build resilience — locally and globally.

 This EDM is being sent on behalf of **Four Pillars Gin**.

Hi AustCham Members,  
Thanks for joining us at the AustCham Gala Dinner — we hope you enjoyed the Four Pillars welcome drinks.  
If you'd like to recreate the experience at home (or stock the bar for your next gathering), you can now shop the Four Pillars range online via Drinks99 with an exclusive AustCham member offer.  
What to try first:

Rare Dry Gin — bright citrus, native lemon myrtle, and a clean finish (the ultimate G&T gin)



Olive Leaf Gin — savoury, textural and brilliant in a Martini



**AustCham Member Offer**  
**EXCLUSIVE 20% OFF FOR AUSTCHAM MEMBERS**



Get 20% OFF all Four Pillars Gin.  
Simply use the code **AUSTCHAM20** at checkout!  
Offer ends 30 June.

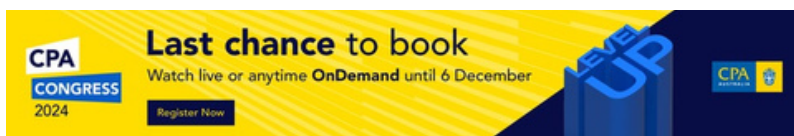
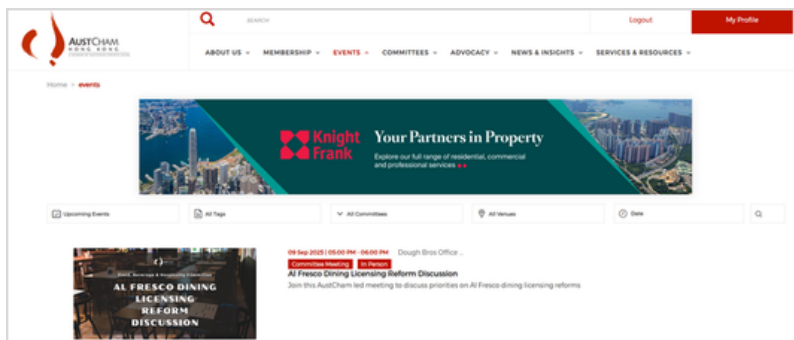
Cheers,  
Four Pillars x Drinks99

# Website Banner

Put your brand in front of the AustCham Hong Kong audience— a high-visibility opportunity to build awareness and stay top of mind.

- Image requirements: minimum 2000×344 px, JPEG, PNG or animated GIF
- Please provide a click-through URL

## Examples



## Submission of Materials

Interested in advertising? We would be pleased to receive your materials and booking enquiries at:

[membership@austcham.com.hk](mailto:membership@austcham.com.hk)

