



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

XII Edition

# Notte Italiana

*Night on the slopes*

November 2025

Beijing





A unique  
promotion  
opportunity

2024 Photo Gallery





# About Notte Italiana

Notte Italiana is the premier Italian Night event in China organized by the **China-Italy Chamber of Commerce** and dedicated to **celebrating Made in Italy**, Italian culture and lifestyle and the **Sino-Italian collaboration**. It is organized with the support of the **Italian Embassy to the P.R.C.** and the **Italian Cultural Institute in Beijing**.

## *What to expect in 2025*

- **“Night on the Slopes”** – showcase of Italy’s Alpine culture, winter sports, and Italian mountain lifestyle in the lead-up to the **Milano Cortina 2026 Winter Olympics**
- Part of the **Week of Italian Cuisine in the World**, featuring **Michelin-starred Italian cuisine** & fine Italian wines
- Unique **promotion platform** with **extensive media coverage by local and Italian media**
- High-level networking platform with the participation of **high-profile guests** from **institutions, local governments and the business community from all China**
- **Live performances, cultural moments** with the Italian Cultural Institute and **Italian brands lucky draw raffle**

## *Notte Italiana 2024 in numbers*



500+ guests



80+ event sponsors



20+ high-level institutional guests



10+ media partners



190+ lucky draw prizes



# Media

Last Edition (2024)



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## Media partners

*Classeditori*



全国商报联合会  
China Federation of  
Economic Media

## Also covered by

China Media  
Group

Italian Radio  
Television  
(RAI)

Beijing Radio  
Television

LUXURY TIMES  
现代奢侈品

madame  
**FIGARO**世界

BEIJING  
**that's**

Chinese  
Cuisine



# Notte Italiana 2024 Broadcast by RAI

Notte Italiana 2024 has been covered on Italian television by RAI (Italian Radio Television) report.



Full Video



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# Our Sponsors & Partners



GENERALI  
中意财产保险有限公司



LEONARDO  
TECHNOLOGY FOR A SAFER FUTURE



sinitalia  
意华航空



imola  
TILES FULL OF LIFE



HOG TRAVEL GROUP  
华程国旅集团



ETI HOLIDAYS  
翔龙万里行



Violetta®  
Italia



威孚仕  
VFS.GLOBAL



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年份普洱茶  
中華老字号  
信記號  
20年



BITRON  
Electronics Division



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DeLonghi



VALENTINO  
GARAVANI



环意  
意大利单团地接  
Voglia d'Italia Tour

and more...



# How to participate



## Event Sponsors

Bronze - Emerald - Ruby - Diamond



## Product & Technical Sponsors

Lucky Draw - Goodie Bag - F&B



## Corporate Tables



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# Become our sponsor



## Event Sponsors

Bronze - Emerald - Ruby - Diamond



## Lucky Draw and Goodie Bag Sponsor



## F&B and Technical Sponsor



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*Main Benefits*



**Bronze Sponsor**  
**35.000 CNY**

#### **PRE-EVENT**

- Digital exposure during promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- 5 lucky draws tickets
- Sponsor discount on additional tickets purchase
- 1 seat reserved for Business Event before Notte Italiana

#### **DURING**

- 5 tickets bronze location
- Company logo on KV elements during event (i.e. backdrops, photo wall, brochure)
- Half page company introduction on event brochure
- Company logo display on event main screen and acknowledgment by host

#### **POST-EVENT**

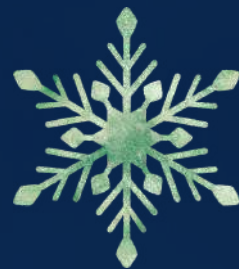
- 3 Months company logo on CICC newsletter and website
- Mention and logo exposure in CICC post event review
- 2 free vouchers for CICC seminar (national)
- 10% discount on CICC Services



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## *Main Benefits*



# Emerald Sponsor

## 50.000 CNY



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### **PRE-EVENT**

- Digital exposure during promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- 10 lucky draws tickets
- Sponsor discount on additional tickets purchase
- 2 seats reserved for Business Event before Notte Italiana

### **DURING**

- 1 Corporate table (10 seats) emerald location
- Company logo on KV elements during event (i.e. backdrops, photo wall, brochure)
- 1 page company introduction on event brochure
- Company logo display on event main screen and acknowledgment by host

### **POST-EVENT**

- 6 Months company logo on CICC newsletter or website
- Mention and logo exposure in CICC post event review
- Mention on Media partner(s) post event review (subject to media final decision)
- 1 dedicated WeChat post CICC Official Account (29.000 contacts)
- 1 ticket for CICC Panda d'Oro 2026
- 20% discount on CICC Services
- 2 free vouchers for CICC seminars (national)



## *Main Benefits*



**Ruby Sponsor**  
**95.000 CNY**



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### **PRE-EVENT**

- Digital exposure during promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- 20 Lucky draws tickets
- Sponsor discount on additional tickets purchase
- 3 seats reserved for Business Event before Notte Italiana and medium logo display on event materials on-site and online

### **DURING**

- 2 Corporate tables (20 seats) ruby location
- Company logo on KV elements during event (i.e. backdrops, photo wall, brochure)
- Company dedicated backdrop or corner
- 1 page company introduction on the event brochure
- Company logo display on event main screen and acknowledgment by host
- Company video (max 1 min)
- Company gadgets in goodie bags

### **POST-EVENT**

- 12 months company logo on CICC Newsletter or website
- Mention and logo exposure in CICC post event review
- 1 media interview and media mention (subject to media final decision)
- 1 promotional EDM (mass mailing to +5000 contacts)
- 2 dedicated WeChat post CICC Official Account (29.000 contacts)
- 2 tickets for CICC Panda d'Oro 2026
- 3 free vouchers for CICC seminars
- 25% discount on CICC Services



## *Main Benefits*



# Diamond Sponsor

## 125.000 CNY



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### PRE-EVENT

- Digital exposure during promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- 30 Lucky draws tickets
- Sponsor discount on additional tickets purchase
- 4 seats reserved for Business Event before Notte Italiana, big logo display on event materials on-site and online, possibility to represent industry during the dialogue

### DURING

- 3 Corporate tables (30 seats) diamond location
- Company dedicated backdrop or corner
- Brief speech on stage (max 2 min)
- Company video (max 1 min)
- 2 pages company introduction on the event brochure
- Company logo display on event digital invitations
- Company logo display on event main screen and acknowledgment by host
- Company gadgets in goodie bags

### POST-EVENT

- 16 months company logo on CICC Newsletter or website
- Mention and logo exposure in CICC post event review
- 1/2 media interview and media mention (subject to media final decision)
- 1 media article review
- 3 promotional EDM (mass mailing to +5000contacts)
- 4 dedicated WeChat post CICC Official Account (29.000 contacts)
- 3 tickets for CICC Panda d'Oro 2026
- 30% discount on CICC services
- 1 corporate event



*Main Benefits*



## Lucky Draw Sponsor

Prizes for the event raffle

### PRE-EVENT

- Digital exposure in promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- 1 dedicated WeChat post for pre-event promotion
- Company Logo on KV elements at the event (i.e. backdrop, lucky draw tickets, brochure)
- Company introduction on event brochure (top 3 prizes in commercial value)
- Complimentary or discounted entrance ticket(s) to the event (according to sponsorship value)

### DURING

- Product display in the foyer (lucky draws corner)
- Company logo display on event main screen and acknowledgment by host
- Top 3 prizes delivered on stage (according to the value)

### POST-EVENT

- 1 mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (29,000 contacts)
- 3 months top prizes company logo on CICC newsletter and website



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*Main Benefits*



## Goodie Bag Sponsor

Only full sponsorship 500 guests  
Gifts for the guests inside goodie bags

### PRE-EVENT

- Digital exposure in promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- Complimentary or discounted entrance ticket(s) to the event (according to sponsorship value)

### DURING

- Company Logo on KV elements at the event (i.e. backdrops, brochure)
- Products display in the foyer
- Company logo display on event main screen and acknowledgment by host

### POST-EVENT

- 1 mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (29,000 contacts)



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## Main Benefits



## F&B Sponsor

- Products corner pre/after dinner
- Products served during the dinner



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### Basic package

**Only full sponsorship for 500 guests** among these products:

- Wine (white, red, sparkling and/ or Wine for Dessert)
- Water (still and sparkling)
- Alcoholic and non-alcoholic cocktails
- Spirits
- Coffee
- Chocolates and Sweets
- Other products for aperitif and after party

### PRE-EVENT

- Digital exposure in promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- Complimentary or discounted entrance ticket(s) to the event (according to sponsorship value)

### DURING

- Company logo on KV elements during event (i.e. backdrops, brochure)
- Brief company introduction on event brochure
- Products display and tasting corner in the foyer (pre/after dinner)
- Company logo display on event main screen and acknowledgment by host (wine and water sponsors)

### POST-EVENT

- 1 mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (29,000 contacts)



*Main Benefits*



## Technical Sponsor

Set-Up; Design; Goodie Bags production  
and more

### Basic package

#### PRE-EVENT

- Digital exposure in promotional campaign on CICC Channels (WeChat, Website, LinkedIn)
- Complimentary or discounted entrance ticket(s) to the event (according to sponsorship value)

#### DURING

- Company logo on KV elements during event (i.e. backdrops, brochure)
- Brief company introduction on event brochure

#### POST-EVENT

- 1 dedicated WeChat post on CICC official account (29,000 contacts)
- 3 months Company logo on CICC monthly newsletter and website
- Discount on CICC events
- Discount on CICC services



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# Corporate Tables

Members  
(10 seats)

16,000 CNY

Non-Members  
(10 seats)

20,000 CNY



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# Company promotion

## Last years' flyer



## During Event Benefits

Company logo on KV elements during event  
(i.e. backdrops, photo wall, brochure)



## Pre-Event Benefits

Digital exposure in promotional campaign on  
CICC Channels (WeChat, Website, LinkedIn).  
For example: Notte Italiana 2024, 23rd November

## Post-Event Benefits

Mention and logo exposure in CICC post event review  
For example: Notte Italiana 2024 | Thanks to our Financial Sponsors



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# 2024 Event Brochure

Scan here to download the 2024 Event Brochure



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# Follow us on WeChat



For more info please contact [bj.gala@cameraitacina.com](mailto:bj.gala@cameraitacina.com)



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