

**INNOVATIVE
LUXURY
HIGH-TECH**

www.bce2025.com

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Balkan - China EXPO 2025

24 - 27 September
Plovdiv | Bulgaria



Under the High Patronage of **Mrs. Iliana Yotova**,
Vice President of the Republic of Bulgaria

BRIDGES

BUILDING

The Balkans-China Expo 2025 offers a unique platform for fostering multilateral economic cooperation between the Balkans and China.

With the participation of seven strategically significant countries – Bulgaria, Greece, Romania, Turkey, Serbia, North Macedonia, and China – the Expo unites over 150 million consumers in the Balkan region with China's vast market of 1.4 billion people.



OPPORTUNITIES

CREATING

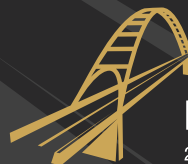


The participating Balkan countries showcase economic stability and regional connectivity, creating a secure and efficient environment for business growth and collaboration.

Our mission is to bridge businesses and governments through an event that drives innovation and trade, solidifying and expanding the economic ties between the Balkans and China.

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A Catalyst for Growth



■ Economic Security

Stable Balkan economies ensure reliable partnerships.



■ Innovation Focus

Prioritizing green tech, digital transformation, and circular economy.



■ Schengen Access

EU member states provide seamless trade within Europe.



■ Strategic Position

Balkans bridge Europe and Asia for enhanced trade and investment.



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Key Sectors



Green Technologies and Sustainable Development
Agriculture and Food Industry
Pharmaceuticals and Nutritional Supplements
E-commerce and Digital Technologies
Construction and Building Materials
Transport and Logistics
Textile Industry and Fashion
Automobiles and Electric Vehicles
Agriculture and Food Industry
Cosmetic Products
Industrial Production and Machinery
Robotics and Electronics
Furniture and Interior Design
Bathroom and Kitchen Furnishings
Tourism and Cultural Exchange
and others ...



Key Objectives

■ **STRENGTHEN ECONOMIC TIES**

Foster deeper trade and investment connections between the Balkans and China.

■ **FACILITATE BUSINESS PARTNERSHIPS**

Create a platform for collaboration between governments, enterprises, and investors.

■ **PROMOTE INNOVATION**

Highlight cutting-edge technologies, sustainable solutions, and digital transformation opportunities.

■ **EXPANDING MARKET ACCESS**

Open new opportunities for Balkan businesses in China's vast market and for Chinese companies in the Balkan region.

■ **ENHANCE REGIONAL CONNECTIVITY**

Showcase the Balkans as a unified, stable, and strategically positioned economic region.

■ **SHOWCASE REGIONAL STRENGTHS**

Emphasize the Balkans' economic stability, infrastructure, and access to the Schengen Zone transformation opportunities.



Showcase Regional Strengths



■ ECONOMIC STABILITY

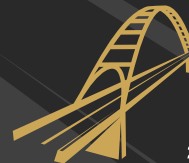


■ INFRASTRUCTURE



■ SCHENGEN ACCESS

Emphasize the Balkans' economic stability, infrastructure, and access to the Schengen Zone.



Why Participate?



■ **INTERNATIONAL VISIBILITY**

Balkans-China Expo 2025 offers businesses a chance to gain significant international exposure. Gaining recognition in a strategically important market like China is invaluable.



■ **MARKET ACCESS**

This event provides a gateway to the vast Chinese market. Chinese businesses are seeking reliable partners in the Balkans. Gaining access to a market with a population of over 1.4 billion is an exciting prospect.



■ **NETWORKING OPPORTUNITIES**

The Expo provides a platform for connecting with key players from diverse industries, leading to valuable partnerships and potential collaborations.



Sponsorship

Opportunities



250 000 €

General Sponsor



175 000 €

Diamond Sponsor



150 000 €

Gold Sponsor



100 000 €

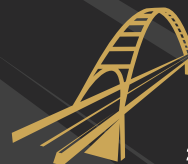
Silver Sponsor



60 000 €

Bronze Sponsor

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Sponsorship Benefits 1.



GENERAL SPONSOR (€ 250,000)

Prime logo placement: Most visible spots on all marketing materials, main entrance, exterior walls, and entrance zones

100 m² exhibition space

10 VIP tickets: Access to meet-and-greets, private lounges, and exclusive events

45-minute presentation or 20-minute speech at the opening ceremony

Host a **branded event** during BCE 2025

Dedicated business panel and integration into keynote speeches or panel discussions

On-site **experience zones** or interactive displays



DIAMOND SPONSOR (€ 175,000)

Prominent logo placement: Main entrance, exterior walls, and marketing materials

70 m² exhibition space

8 VIP tickets: Meet-and-greets and private lounge access

20-minute presentation at the conference opening

Host a **branded event** during BCE 2025

Dedicated business panel and inclusion in keynote speeches or panels

On-site **experience zones**

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Sponsorship Benefits 2.



GOLD SPONSOR (€ 150,000)

Visible logo placement: Exterior walls, entrance zones, and marketing materials
50 m² exhibition space
6 VIP tickets: Meet-and-greets and private lounge access
Speech at the gala dinner
Dedicated business panel
On-site interactive displays



SILVER SPONSOR (€ 100,000)

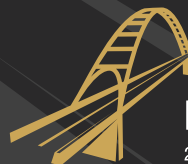
Logo placement: Entrance zones and marketing materials
30 m² exhibition space
4 VIP tickets: Meet-and-greets and private lounge access
Dedicated business panel



BRONZE SPONSOR (€ 60,000)

Logo placement: Entrance zones (smaller size) and website
18 m² exhibition space
3 VIP tickets: Meet-and-greets and private lounge access
Dedicated business panel

Higher-tier sponsors receive larger exhibition spaces, more VIP tickets, and greater visibility (e.g., prime logo placement, branded events, and speaking opportunities). All sponsors benefit from marketing exposure in China and the Balkans, dedicated business panels, and VIP access.



Diverse Audience

■ GOVERNMENT REPRESENTATIVES

High-ranking officials and policymakers from participating Balkan countries and China.

■ BUSINESS LEADERS

Executives and decision-makers from industries including manufacturing, technology, logistics, and agriculture.

■ SMES AND STARTUPS

Small and medium-sized enterprises and innovators presenting new ideas and solutions.

■ INVESTORS

Regional and international investors seeking opportunities in emerging markets.

■ TRADE AND INDUSTRY ASSOCIATIONS

Representatives from key sectors promoting regional and international cooperation.

■ MEDIA AND INFLUENCERS

Global and regional media outlets ensuring wide coverage and visibility in all of the 7 countries.

■ ACADEMIA AND EXPERTS

Scholars and industry experts sharing insights on innovation, trade, and economic development.

■ MANUFACTURERS

Regional and international investors seeking opportunities in emerging markets.

Reach an audience of influencers and decision-makers shaping the future of Balkan-China economic collaboration!



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Audience Demographics

The Balkan-China Expo 2025 promises to deliver a dynamic and engaging experience with participation from:

Over 300 exhibitors representing key industries.

More than 33,000 visitors, offering unparalleled networking and business opportunities.



83%

Specialized audience, including managers, business leaders, and decision-makers from diverse sectors.



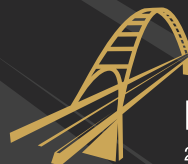
17%

Increasing number of **visitors under the age of 30**.

Working groups and delegations of buyers from various economic sectors from the participating countries in Balkan-China Expo 2025.

Business delegations from the participating countries.

Government officials and delegations from the chambers of commerce from the participating countries.



Small Sponsors 1.

MAIN EVENTS

Official Opening Ceremony

Price: € 5,000 | Description: Your logo will be featured in all key locations during the ceremony (screens, stage, official materials).

Welcome Cocktail

Price: € 6,000 | Description: Sponsors will gain visibility at the cocktail event, which gathers VIP guests and participants from the Balkans and China.

Gala Dinner

Price: € 15,000 | Description: Includes branding of the venue, promotional materials, and your company logo on all tables and menus.

Exhibition Closing Party

Price: € 25,000 | Description: Main sponsor of the official closing event. Your logo will be displayed on the stage, screens, and in the media. Attendance by all exhibitors, buyers, diplomats, and government officials.

BUSINESS EVENTS

Business Panels

Price: € 10,000 | Description: Visibility for your brand during panel discussions featuring leading business and government representatives, diplomats, and academics.

VIP Business Zone with Food and Drinks

Price: € 15,000 | Description: Branding of the VIP zone for informal meetings and networking with high-profile guests.

Branding of VIP Seating for All Events

Price: € 10,000 | Description: Your logo on signage for VIP guests at all events during the Exhibition.



Small Sponsors 2.

CULTURAL PROGRAM AND MATERIALS

Cultural Events

Price: € 20,000 | **Description:** Your company will be the main sponsor of cultural events, including exhibitions and performances, with a focus on cultural exchange between the Balkans and China.

Promotional Materials

Notebooks: € 6,000 | **Pens:** € 2,000 | **Bags:** € 15,000

Description: Your company logo will be featured on all distributed materials used by participants.

Participant Badges

Price: € 10,000 | **Description:** Your logo will be visible on all participant badges, ensuring maximum exposure.

Official Event Mascot

Price: € 30,000 | **Description:** Sponsorship of the mascot, which will be included in marketing materials and all events.

Tickets

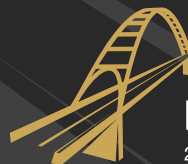
Price: € 10,000 | **Description:** Your logo will be printed on all event tickets.

ADDITIONAL OPPORTUNITIES

Table Numbers

Price: € 10,000 | **Description:** Branding of table numbers, visible at key events such as the gala dinner, closing party, and business panels

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Event Logistics

1.

Plovdiv Fair

The event takes place at the Plovdiv Fair, the largest in Southeast Europe, offering a spacious and modern venue for the Expo.

2.

352 000 m²

The Fairgrounds boasts a vast area, encompassing multiple halls and facilities, accommodating a wide range of exhibitors and attendees.

3.

9 Halls

The Expo utilizes nine spacious halls to showcase the diverse products and services of participating businesses. Each hall is designed to optimize visitor flow and offer a comfortable viewing experience.

4.

Parking and Hotels

The Fairgrounds offers ample parking facilities and easy access to a variety of hotels located within a convenient distance, ensuring a comfortable experience for visitors.



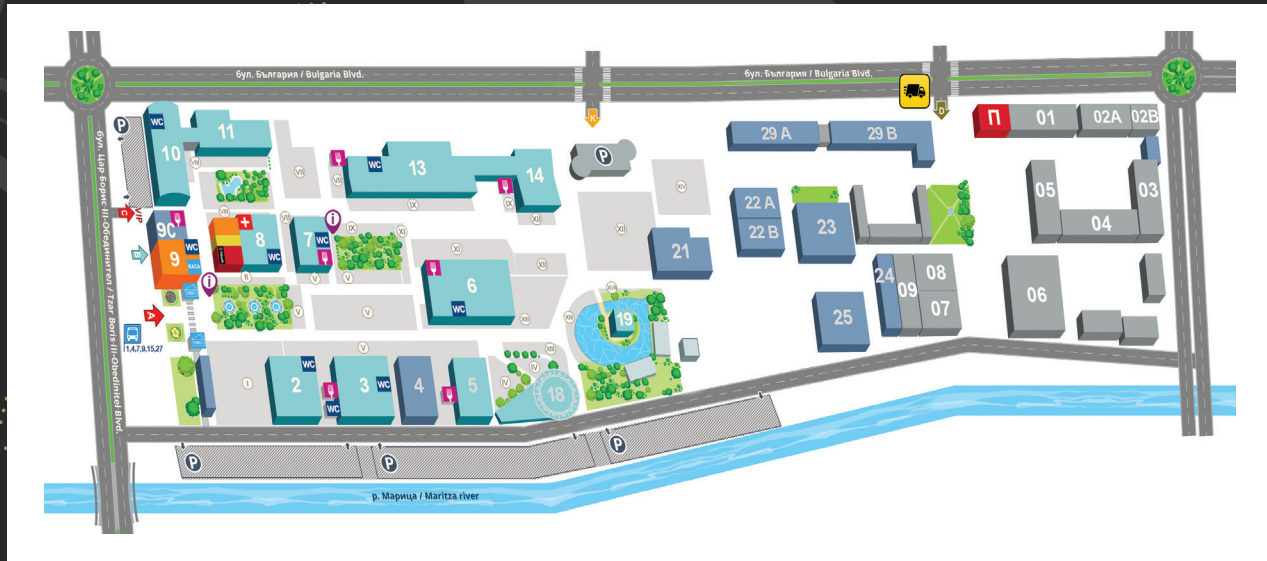
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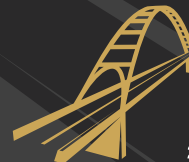
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Plovdiv Fair Layout



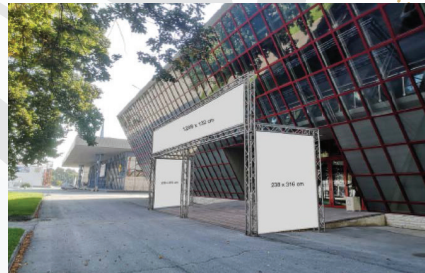
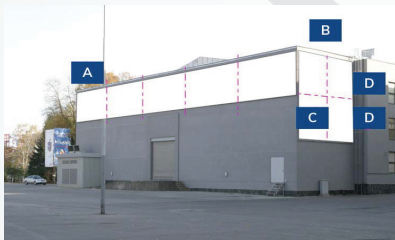
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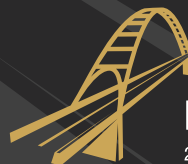
Advertising Space on site



SHAPING THE FUTURE



Reach an audience of influencers
and decision makers shaping the future
of Balkan-China economic
collaboration!



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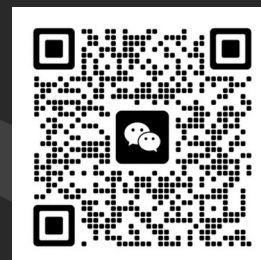
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