



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

21 November 2025

China World Summit Wing Hotel, 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



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and more...

Program 2025

Meeting

10:00 - 12:30 High-Level Institutional Meeting

Notte Italiana

18:00 - 18:30 Guest Registration

18:30 - 19:30 Cocktail Networking

19:30 - 22:00 Italian Dinner and Live Performances

22:00 - 24:00 After Dinner Reception and Music



How to participate

Packages for Notte Italiana



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Event Sponsors

Bronze - Emerald - Ruby - Diamond



Product & Technical Sponsors

Lucky Draw - Goodie Bag - F&B



Corporate Tables

Become
our sponsor



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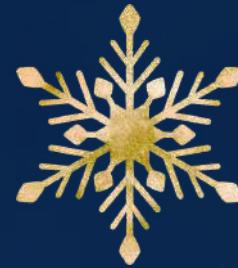


Lucky Draw and Goodie
Bag Sponsor



F&B and Technical Sponsor

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 on 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 on 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

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 +5000 contacts)
- 4 dedicated WeChat post on 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



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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)

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



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Members
(10 seats)

16,000 CNY

Non-Members
(10 seats)

20,000 CNY

Scan here to book



Company promotion

Last years' flyer



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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During Event Benefits

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



2024 Event Brochure

Scan here to download the 2024 Event Brochure



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