



CAMERA DI COMMERCIO ITALIANA IN CINA
中国意大利商会 CCIC dal 1903
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

XIII Edition

Notte Italiana Italian Night

The premier Italian night event in China

21 November 2026

Beijing



A unique promotion opportunity

2024 Photo Gallery
Night at the Opera



2025 Photo Gallery
Night on the Slopes





About Notte Italiana

Notte Italiana is the premier Italian Night event in China organized by the **Italian Chamber of Commerce in China** 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

- **A celebration of Italian excellence** – showcase of Italy's heritage, creativity, and innovative spirit, bringing Italy's rich cultural traditions to China
- 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 in numbers

- * ✨ 500+ guests
- * ✨ 80+ partner companies
- * ✨ 20+ high-level institutional guests
- * ✨ 10+ media partners
- * ✨ 190+ lucky draw prizes



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Media

Past Editions

Media partners

Classeditori



全国商报联合会
China Federation of
Economic Media

GRUPPO **24ORE**

Also covered by

China Media
Group

Italian Radio
Television
(RAI)

Beijing Radio
Television

CGTN

LUXURY TIMES
现代奢侈品

madame
FIGARO世界

BEIJING
that's

Chinese
Cuisine



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Notte Italiana Broadcast by RAI

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



Full Video



Our Sponsors & Partners

Past Editions



and more...



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Our Sponsors & Partners

Past Editions

环意

意大利单团地接
Voglia d'Italia Tour

MSC
地中海邮轮

| 300年航海世家 |

RF

ROCCO FORTE HOTELS



国贸大酒店
China World Summit Wing

BEIJING
AT CHINA WORLD TRADE CENTER
A SHANGRI-LA HOTEL

GOLDEN GOOSE

MaxMara

VALENTINO

CALZEDONIA
ITALIAN LEGWEAR

istitutomarangoni

enhancing talent since 1935



MOLESKINE



海南航空
HAINAN AIRLINES



MEDAVITA



MARVIS



Tesori d'Oriente
东方宝石



brembo

nannini

Made in Italy

APEROL
SPRITZ
阿佩罗橙光

CARPIGIANI



LUNA NERA

华饮
Sinodrink
意大利葡萄酒专家
Italian Wine Specialist



VM FINE WINES
VM精品葡萄酒

and more...



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Program

Meeting

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



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How to participate

Packages for Notte Italiana



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



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Main Benefits



Emerald Sponsor

50.000 CNY

PRE-EVENT

- Digital exposure during promotional campaign on CCIC 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 CCIC newsletter or website
- Mention and logo exposure in CCIC post event review
- Mention on Media partner(s) post event review (subject to media final decision)
- 1 dedicated WeChat post on CCIC Official Account (29.000 contacts)
- 1 ticket for CCIC Panda d'Oro 2027
- 20% discount on CCIC Services
- 2 free vouchers for CCIC seminars (national)



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Main Benefits



Ruby Sponsor
95.000 CNY

PRE-EVENT

- Digital exposure during promotional campaign on CCIC 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 CCIC Newsletter or website
- Mention and logo exposure in CCIC 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 CCIC Official Account (29.000 contacts)
- 2 tickets for CCIC Panda d'Oro 2027
- 3 free vouchers for CCIC seminars
- 25% discount on CCIC Services



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Main Benefits



Diamond Sponsor

125.000 CNY

PRE-EVENT

- Digital exposure during promotional campaign on CCIC 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

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 CCIC Newsletter or website
- Mention and logo exposure in CCIC 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 CCIC Official Account (29.000 contacts)
- 3 tickets for CCIC Panda d'Oro 2027
- 30% discount on CCIC services
- 1 corporate event



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Main Benefits



Lucky Draw Sponsor

Prizes for the event raffle

PRE-EVENT

- Digital exposure in promotional campaign on CCIC 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)
- Discounted entrance ticket(s) to the event (according to sponsorship value)

DURING

- Product display in the foyer (lucky draw 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 CCIC post event review and thank you note
- 1 WeChat post on CCIC official account (29,000 contacts)
- 3 months top prizes company logo on CCIC newsletter and website



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Main Benefits



Goodie Bag Sponsor

Gifts for the guests inside goodie bags

Only full sponsorship for 500 guests

PRE-EVENT

- Digital exposure in promotional campaign on CCIC Channels (WeChat, Website, LinkedIn)
- 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 (goodie bag corner)
- Company logo display on event main screen and acknowledgment by host

POST-EVENT

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



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Main Benefits



F&B Sponsor

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

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 CCIC Channels (WeChat, Website, LinkedIn)
- 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 (according to sponsorship value)
- Products display and tasting corner in the foyer (pre/after dinner)
- Company logo display on event main screen and acknowledgment by host.

POST-EVENT

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



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Main Benefits



Technical Sponsor

Set-Up; Design; Goodie Bags production
and more

Basic package

PRE-EVENT

- Digital exposure in promotional campaign on CCIC Channels (WeChat, Website, LinkedIn)
- 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 CCIC official account (29,000 contacts)
- 3 months Company logo on CCIC monthly newsletter and website
- Discount on CCIC events
- Discount on CCIC services



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Corporate Tables

Members
(10 seats)

16,000 CNY

Non-Members
(10 seats)

20,000 CNY

Available for booking soon

Company promotion

Pre-Event Benefits

Digital exposure in promotional campaign on CCIC Channels (WeChat, Website, LinkedIn).
For example: Notte Italiana 2025, Main Sponsors

Post-Event Benefits

Mention and logo exposure in CCIC post event review
For example: Notte Italiana 2025 | Thanks to our Financial Sponsors

During Event Benefits

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



Event Brochure

Scan here to download the Event Brochures

2024



2025



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Thank you for your support

For more information please contact us at **bj.gala@cameraitacina.com**

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