



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

China World Summit Wing Hotel, 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



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# 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

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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](mailto:bj.gala@cameraitacina.com)**

Follow us on WeChat



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