

14TH

WORLD
CHAMBERS
CONGRESS

Melbourne
Australia
2025

2-4 September

Business, chambers,
government:
Partners for prosperity



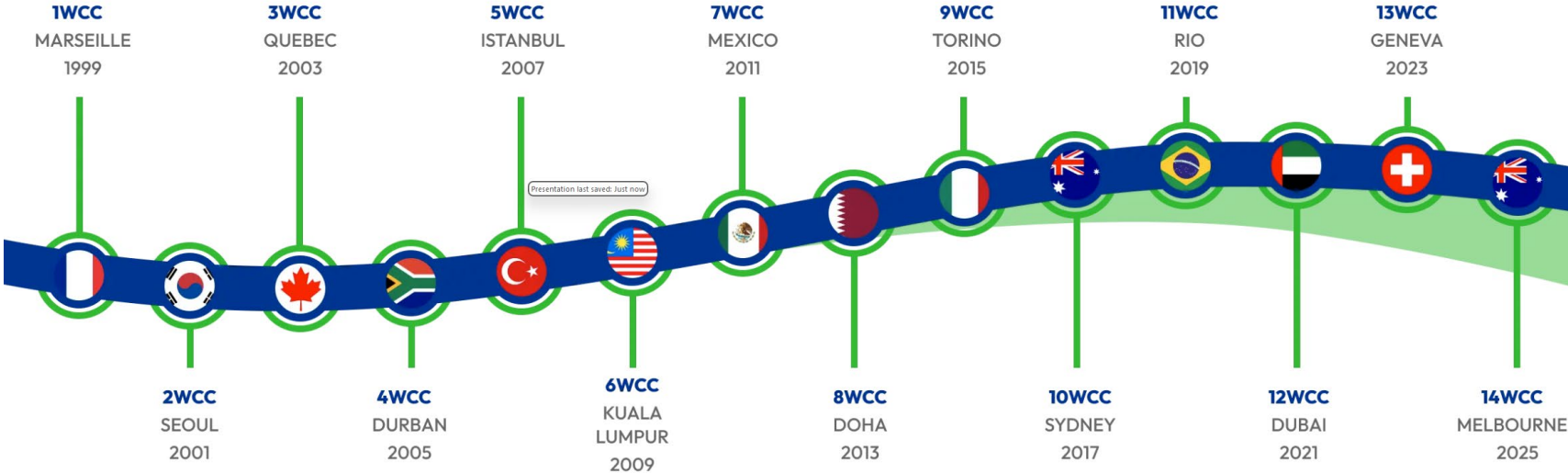
wcc.iccwbo.org

Business sponsorship
to unlock global opportunities
at the premier forum
for business leaders

Hosted by the ICC World Chambers Federation in partnership
with the Victorian Chamber of Commerce and Industry

The World Chambers Congress is the premier international forum for chamber leaders and professionals to share best practices, exchange insights, develop networks, and address the latest business issues.

26 years of excellence, on every continent...





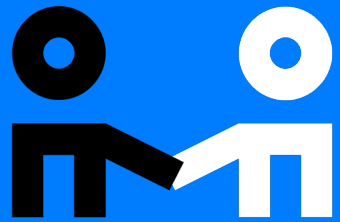
Expand your influence

Expand your influence at the 14th World Chambers Congress

The International Chamber of Commerce (ICC) World Chambers Federation (WCF) and Victorian Chamber of Commerce and Industry (VCCI) extends an opportunity for you to *Expand your Influence* at the 14th World Chambers Congress (14WCC) from 2 to 4 September 2025, in Melbourne, Australia.

This is the only global forum for business leaders and professionals, offering the chance to:

- Connect with peers
- Share best practices
- Explore innovative solutions to empower local businesses and communities



Previous partners and sponsors



DURBAN CHAMBER OF COMMERCE AND INDUSTRY



TURKISH AIRLINES



And more...



About the 14th World Chambers Congress

Hosted in partnership between the ICC WCF and VCCI, the 14WCC will be centred on the theme: "Business, chambers, government: Partners for prosperity."

The Congress will bring together more than 1,500+ business, chamber and political leaders from more than 100 countries to discuss how collaboration among businesses, chambers of commerce and governments can foster economic growth and shared prosperity.

Participants will engage in discussions on how to harness mega trends in our economic landscape for societal benefit, making it an ideal platform for connecting public and private sector voices.



Why sponsor the Congress?

- **Global exposure and brand visibility**

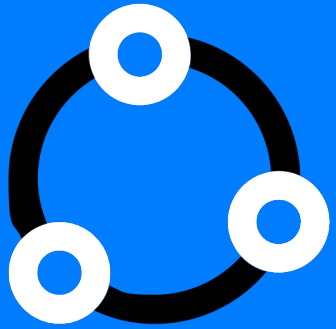
Gain high visibility through prominent logo placements on digital platforms and on-site and leverage ICC's and VCCI's global marketing channels for international recognition, as well as locally.

- **Exclusive networking opportunities**

Access decision-makers through exclusive events, host private meetings with key stakeholders and showcase your brand in the exhibition space.

- **Thought leadership and influence**

Position yourself as a thought leader with speaking opportunities and contribute content to ICC and VCCI platforms to extend your influence beyond the event.



Engage
with a global
audience

The Congress will attract **more than 1,500+ participants**, including:

- Chamber leaders and board members
- C-suite executives and business **leaders**
- Policymakers and government officials
- Industry experts and specialists

This makes the Congress an ideal venue for organisations looking to expand their influence and foster collaborations across public and private sectors.



Sponsorship packages for businesses

1. **Strategic Business Sponsor***
2. **Networking Business Sponsor***
3. **Branding Business Sponsor***

We can tailor our opportunities to be industry-specific and fitted to your needs.
Contact us for more information.

Strategic Business Sponsor

€49,000 / A\$80,000 (exc gst)

- Priority consideration opportunity for a relevant Congress speaker*
- Sponsor a plenary or an exhibition stage session or a World Chambers Competition session including branding and prize
- 18sqm Congress exhibition booth (premium booth structure and setup) ***
- Present a five-minute pitch at the business circle
- Receive eight complimentary Congress registrations with access to welcome reception and gala dinner
- Receive four complimentary tickets to an exclusive VIP invite-only event at a significant Melbourne location
- Showcase a 60-second video during Congress breaks (videos on loop)
- Extensive online branding visibility of your chamber on the official [14WCC website](#) and email correspondence with delegates
- Submit two articles for inclusion in ICC Congress newsletter **
- Prominent logo positioning and extensive branding of your business onsite
- Submit a short promotional statement to be included in a VCCI website article and promoted on social media ** (300 words)
- One dedicated announcement on VCCI LinkedIn social network platform upon sponsorship signing
- Have your business logo and description profiled on the Congress app (100 words)
- Rotating banner and three push notifications via Congress app (maximum 60 characters)
- Opportunity to leverage the ICC Congress newsletter pre-event to schedule an onsite meeting at the Congress
- Reserved branded table at gala dinner
- Ability to use official 14WCC Congress logo
- Option to purchase up to four additional three-day Congress tickets at early bird price until 31 August 2025 (subject to visa approval)

*To be validated by the co-host

**All content approved by ICC and VCCI

*** Sponsor to bear all associated costs

Networking Business Sponsor

€28,000 / A\$45,000 (exc gst)

- Consideration opportunity for a relevant Congress speaker*
- 9sqm Congress exhibition booth (premium booth structure and setup) ***
- Present a five-minute pitch at the business circle
- Receive three complimentary Congress registrations with access to welcome reception and gala dinner
- Receive two complimentary tickets to VIP invite-only event
- Showcase a 30-second video during Congress breaks (videos on loop)
- Moderate online branding visibility of your chamber on the official [14WCC website](#) and email correspondence with delegates
- Moderate logo positioning and branding of your business onsite
- Submit a short promotional statement to be included in a VCCI website article and promoted on social media. ** (200 words)
- Submit one article for inclusion in ICC Congress newsletter **
- One dedicated announcement on VCCI LinkedIn social network platform upon sponsorship signing
- Have your business logo and description profiled on the Congress app (100 words)
- Rotating banner and two push notifications via Congress app (maximum 60 characters)
- Reserved branded table at gala dinner
- Option to purchase up to two additional three-day Congress tickets at early bird price until 31 August 2025 (subject to visa approval)

*To be validated by the co-host

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*** Sponsor to bear all associated costs

Branding Business Sponsor

€10,500 / A\$17,000 (exc gst)

- 9sqm Congress exhibition booth (basic booth structure and setup) ***
- Receive two complimentary Congress registrations with access to welcome reception and gala dinner
- Receive one complimentary tickets to VIP invite-only event
- Basic logo positioning and branding of your business onsite
- Have your business logo and description profiled on the Congress app (50 words)
- One push notifications via Congress app
- Basic online branding visibility of your chamber on the official [14WCC website](#) and email correspondence with delegates
- Submit a short promotional statement to be included in 14WCC marketing materials** (100 words)
- One dedicated announcement on VCCI LinkedIn social network platform upon sponsorship signing
- Option to purchase one additional three-day Congress ticket at early bird price until 31 August 2025 (subject to visa approval)

*To be validated by the co-host

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Explore our additional packages

In addition to our core sponsorship offerings, we are delighted to present **tailored and bespoke partnership opportunities** that offer high-value exposure and engagement. Potential options include:

- Delegate name badge and lanyard
- Registration kiosk branding
- Networking lounge
- Juice or Ice Cream Station
- Congress Notepad and pen
- Social event sponsorship (e.g., breakfasts, lunches, and cocktail events outside the formal programme)
- Charging stations
- Silent Disco Headsets

We also offer **specialised packages** for exhibitors and startups:






- **Exhibitor packages:**
Showcase your products or services to a global audience.
- **Startup packages:**
Connect with investors, partners, and customers to grow your business.

While some of these opportunities may be one-off or require tailored arrangements, we are happy to discuss how we can customize your involvement to meet your goals and ensure maximum impact.

Learn more by visiting our [dedicated page](#).

World Chambers Competition

5 categories:

-  Best chamber innovation project
-  Best out-of-the-box project
-  Best green transition project
-  Best diversity and inclusion project
-  Best collaboration of chambers, business and government project

Audience in a nutshell



1,500+
PARTICIPANTS

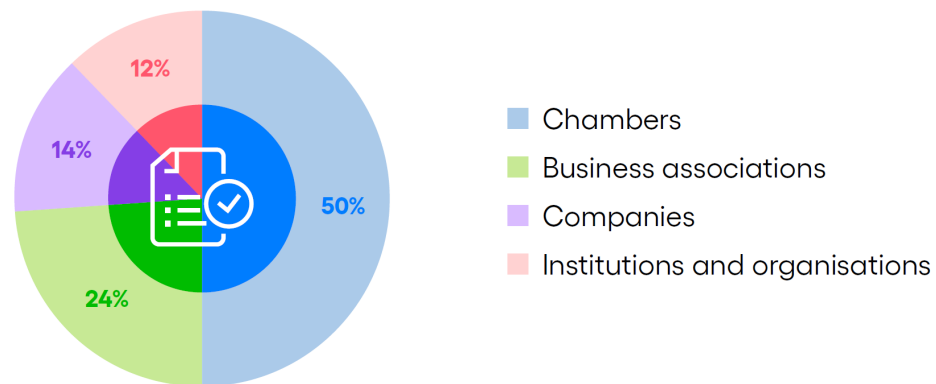


100+
COUNTRIES
Territories & Regions

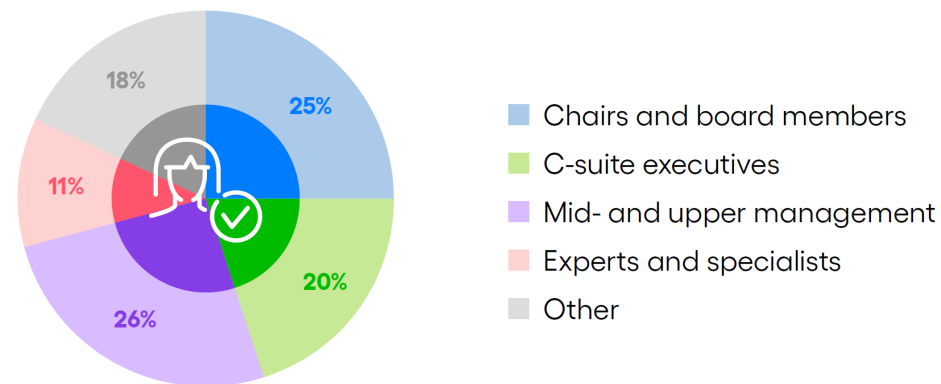
Uniting more than 1,500+ business, chamber and political leaders from 100+ countries, territories and regions, the Congress is an ideal platform to connect public and private sector voices.

Historical audience demographics

Organisation type



Delegates' profiles



Previous speakers



Pamela Coke-Hamilton
Executive Director
ITC



Ngozi Okonjo-Iweala
Director-General
WTO



Klaus Schwab
Founder & Executive President
World Economic Forum



Mathias Cormann
Secretary-General
OECD



Rebecca Enonchong
CEO
AppsTech



Géraldine Matchett
Co-CEO
DSM Firmenich



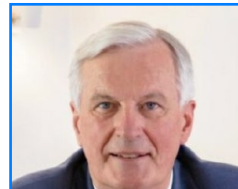
Søren Toft
CEO
Mediterranean Shipping
Company (MSC)



**Mohammad Ali
Rashed Lootah**
President & CEO
Dubai Chambers



Arancha González
Dean of the Paris School of
International Affairs



Michel Barnier
Former French Prime
Minister



António Guterres
Secretary General
United Nations



Sergio Mujica
Secretary General
ISO



Ajay Banga
President World Bank



Kate Kallot
Founder & CEO
Amini



Shevaun Haviland
Director General
British Chambers of
Commerce (BCC)



Connect with us



Position your business for growth and success on the global stage. Contact us today to explore how our sponsorship packages can help you achieve your goals at the World Chambers Congress in Melbourne.

Contact

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Emma Bowyer

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Learn more [iccwbo.org](https://www.iccwbo.org)