



SPONSORSHIP OPPORTUNITIES

ICMA CHINA DEBT CAPITAL MARKET ANNUAL FORUM 2025

BEIJING | 19 MARCH 2025

The 2025 ICMA's flagship China Bond Market Forum will return to Beijing on Wednesday 19 March, renamed as ICMA China Debt Capital Market Annual Forum, bringing together official sector representatives, issuers, investors, and other market participants for a seminal full-day event examining the latest market and regulatory developments in the Chinese domestic and international bond markets.

The onshore RMB bond market alone has grown five-fold at RMB160 trillion in the past ten years, making it the second largest bond market in the world. While international investors have increased their onshore RMB bond holdings since 2020, this ratio currently stands at 3% of the Chinese bond market, marking a significant opportunity for domestic issuers who wish to tap the international markets.

Following recent instrumental policy guidance and initiatives from local regulators to open up and increase connectivity between the Chinese bond markets, where do these developments and opening-up process currently stand?

From aligning local primary market and documentation practices with international conventions to enhancing risk management tools such as through the use of repurchase agreements, the full-day agenda will combine keynote speeches and panel discussions with leading market figures and experts representing the full spectrum of market stakeholders in the Chinese bond markets with both local and international perspectives.

The agenda will also examine market infrastructure connectivity, including QFII and Bond Connect schemes, and discuss opportunities and challenges within the Chinese green and sustainable bond markets.



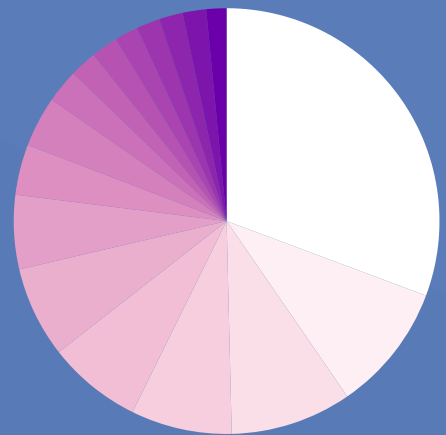
ICMA Debt Capital Market Annual Forum presents an ideal opportunity to not only interact with key stakeholders in fixed income, but also to help shape its future. 2025 forum will include a new Fintech panel to discuss the latest technological innovations in DCM and secondary fixed income trading/repo.



ICMA China Bond Market Forum 2024 gathered around 400 delegates representing the various important constituencies.

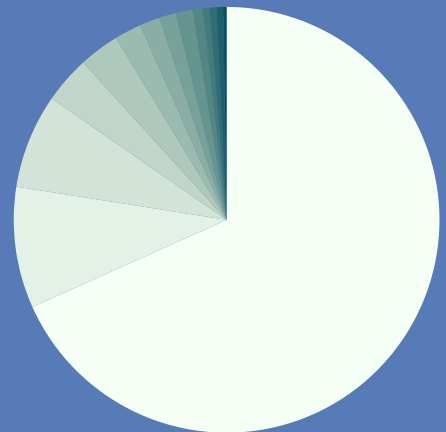
Category

30.7% Bank	2.6% NGO
9.7% Investor/Asset Management	2% Academic Institution
9.2% Broker	2% Consultancy
7.7% Data Provider	1.8% Central Bank/Regulator
7.2% Credit Rating Agency	1.8% Clearing & Settlement
6.9% Corporate	1.8% Government Institution
5.6% Law Firm	1.8% Trade Association/Think Tank
3.8% Exchange/Trading Platform	1.5% Development Bank
3.8% Press	



Jurisdiction

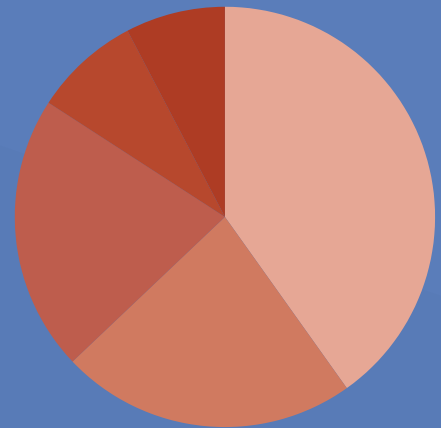
68.3% China	1.3% France
9.2% Hong Kong	1.3% Japan
7.2% United Kingdom	0.8% Germany
3.6% United States	0.5% Belgium
3.1% Singapore	0.5% Hungary
2% Tanzania	0.5% Philippines
1.5% Switzerland	0.3% Australia



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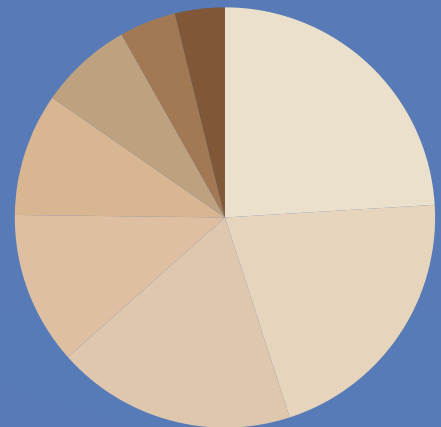
Seniority Level

40.2%	Director/VP/Manager
22.8%	Associate/Assistant
21.2%	Partner/C-Level Suite/Board Member
8.2%	Managing Director/Executive
7.7%	Consultant



Department

24%	Sales/Account Management
21%	Compliance/Government/Regulatory Affairs
18.4%	Trading/Treasury/Markets
11.8%	Origination/Syndication/DCM
9.5%	Strategy/Operations/Risk
7.2%	Law Firm & Advisory
4.3%	Partner/C-Level Suite/Board Member
3.8%	Press



The forum will be in-person only, free of charge to ICMA members and our sponsors (non-ICMA members); a fee will apply to non-ICMA members. For non-ICMA members to sponsor our event, we will provide 10 free passes.



PLATINUM SPONSOR

Limited
availability

- 2 speaking slots (1 keynote speaking slot + 1 panel speaking slot) as part of conference programme
- Double Exhibition stand (6m*2m)
- 1 private meeting room
- Branding as a platinum sponsor
 - Logo and 100 word profile on event page of the ICMA website
 - Logo on marketing of event (email marketing to ICMA's global database of 50,000, social media posts on LinkedIn)
 - Logo on holding slides in the conference room
 - Acknowledgement of sponsor support in speeches

MEMBER: ¥280,000 | NON-MEMBER: ¥300,000

GOLD SPONSOR

- 2 panel speaking slots as part of conference programme
- Exhibition stand (3m*2m)
- Branding as a gold sponsor
 - Logo and 75 word profile on event page of the ICMA website
 - Logo on marketing of event (email marketing to ICMA's global database of 50,000, social media posts on LinkedIn)
 - Logo on holding slides in the conference room
 - Acknowledgement of sponsor support in speeches

MEMBER: ¥180,000 | NON-MEMBER: ¥200,000

SILVER SPONSOR

- 1 panel speaking slot as part of conference programme
- Exhibition stand (3m*2m)
- Branding as a silver sponsor
 - Logo and 75 word profile on event page of the ICMA website
 - Logo on marketing of event (email marketing to ICMA's global database of 50,000, social media posts on LinkedIn)
 - Logo on holding slides in the conference room

MEMBER: ¥108,000 | NON-MEMBER: ¥120,000

EXHIBITOR

- Exhibition stand (3m*2m)
- Branding as an exhibitor
 - Logo and 50 word profile on event page of the ICMA website
 - Logo on selected marketing of event

MEMBER: ¥38,000 | NON-MEMBER: 50,000



	Platinum	Gold	Silver	Exhibitor
Sponsorship Cost for non-ICMA members	¥300,000	¥200,000	¥120,000	¥50,000
Sponsorship Cost for ICMA members	¥280,000	¥180,000	¥108,000	¥38,000
Speaking Opportunity	2 (1 keynote + 1 panel)	2 panel slots	1 panel slot	-
Meeting Room	1	-	-	-
Exhibition Booth	Double	✓	✓	✓

Branding

Platinum	Gold	Silver	Exhibitor
Logo and 100 word profile on ICMA website	Logo and 75 word profile on ICMA website	Logo and 75 word profile on ICMA website	Logo and 50 word profile on ICMA website
Logo on marketing of event	Logo on marketing of event	Logo on marketing of event	Logo on selected marketing
Logo on holding slides	Logo on holding slides	Logo on holding slides	
Acknowledgement of sponsors support in speeches	Acknowledgement of sponsors support in speeches		



CONTACT

**For more information about sponsorship /
programme, please contact:**

Ricco Zhang

Senior Director

E: ricco.zhang@icmagroup.org

M: +852 2531 6591

Luke Byrne

Associate Director

Sponsorship & Membership Sales

E: luke.byrne@icmagroup.org

M: +44 7748 736 006

Vincci Xiao

Associate

Membership, Events and Communication

E: vincci.xiao@icmagroup.org

M: +852 2531 6595



ICMA中国债务资本市场年度会议2025

2025年3月19日 | 北京

ICMA 的年度活动中国债券市场论坛将于 2025 年 3 月重返北京，并正式更名为 - ICMA中国债务资本市场年度会议，届时官方机构代表、发行人、投资者和其他市场参与者将齐聚一堂，参加为期一整天的重要活动，探讨中国国内和国际债券市场的最新市场和监管动态。

过去十年间，仅在岸人民币债券市场就增长了五倍，达到 160 万亿元人民币，成为全球第二大债券市场。自 2020 年以来，国际投资者增持了在岸人民币债券，这一比例目前占中国债券市场的 3%，这对希望进军国际市场的国内发行人来说是一个重大机遇。

在地方监管机构近期出台政策指导和举措以开放和加强中国债券市场之间的互联互通之后，这些发展和开放进程目前的情况如何？

从使本地一级市场和文件惯例与国际惯例保持一致，到加强风险管理工具，例如通过回购协议的使用，全天议程将结合主旨演讲和圆桌讨论，与代表中国债券市场全方位市场利益相关方、具有本地和国际视角的主要市场人士和专家进行讨论。

会议议程还将探讨市场基础设施的互联互通，包括合格境外机构投资者（QFII）和债券通计划，并讨论中国绿色和可持续债券市场的机遇和挑战。

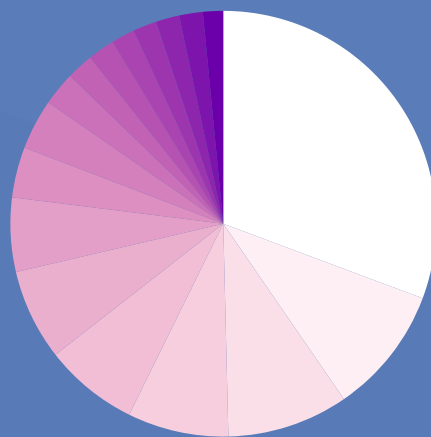
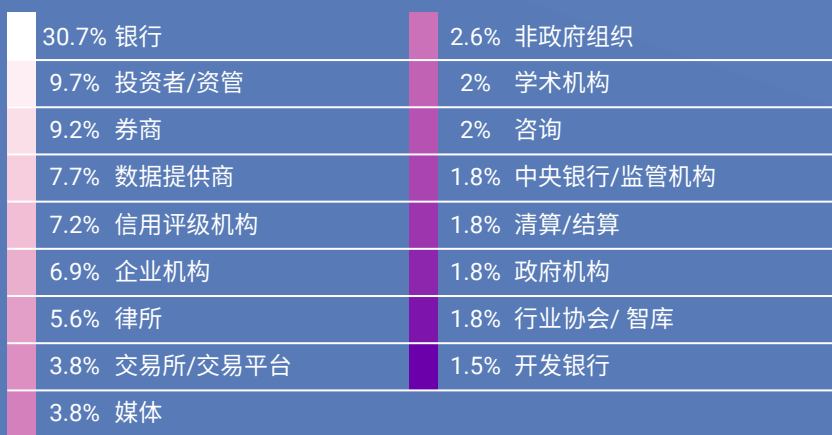


ICMA中国债务资本市场年度会议展示了一个理想的机会，不仅可以与固定收益行业的关键参与者互动，还可以帮助塑造其未来。2025年论坛将新增金融科技圆桌讨论环节，进一步讨论债务资本市场和二级固定收益交易/回购方面的最新技术创新。

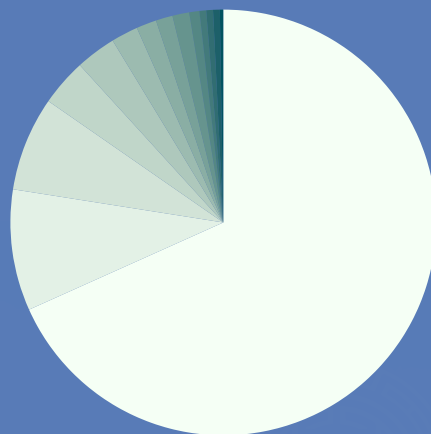
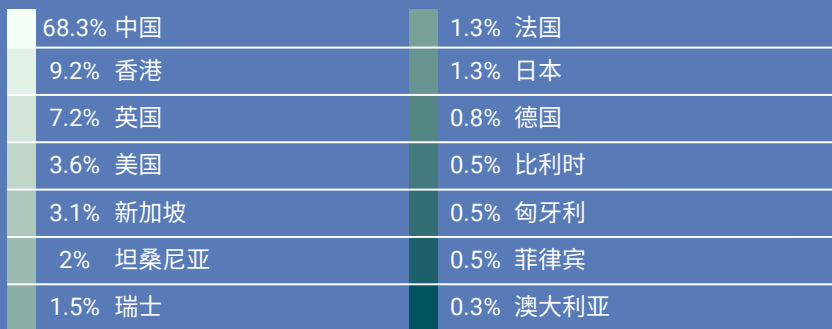


ICMA 2024 年中国债券市场论坛聚集了约 400 名嘉宾代表，来自多个重要领域。

按类别划分



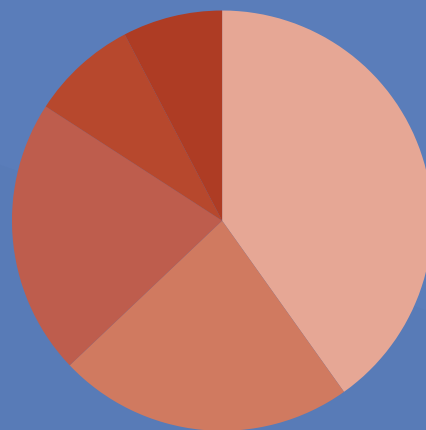
按司法管辖所在地划分



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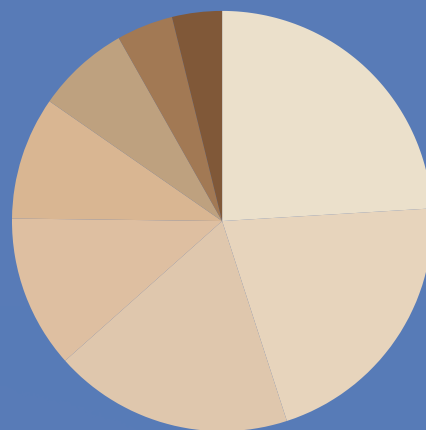
按职级划分

40.2%	总监/副总/总经理
22.8%	经理/助理
21.2%	合伙人/管理层/董事会成员
8.2%	执行总监/管理人员
7.7%	顾问



按部门划分

24%	销售/客户管理
21%	合规/政府/监管事务
18.4%	交易/财资/市场
11.8%	业务发起/辛迪加/债务资本市场
9.5%	策略/运营/风险
7.2%	律所/咨询
4.3%	合伙人/管理层/董事会成员
3.8%	媒体



该论坛仅供现场参与，ICMA会员及本次论坛赞助商（非ICMA会员）可免费入场，非ICMA会员参与需额外收费。对于赞助本次活动的非ICMA会员，我们将提供 10 个免费入场名额。

白金级赞助商

名额有限

- 可于论坛上有两个发言机会（1个主旨演讲机会+1个圆桌讨论发言机会）
- 享有双参展位（6米*2米）
- 1间会议室
- 作为白金级赞助商进行活动宣传
 - 于国际资本市场协会官网活动界面展现企业Logo及100字的介绍
 - 在活动宣传中展示企业Logo（向ICMA全球5万数据库发送电子邮件营销，在LinkedIn上发布社交媒体帖子）
 - 企业Logo可展示在论坛荧幕上
 - 在致辞中鸣谢赞助商的支持

会员机构：¥280,000 | 非会员机构：¥300,000

金级赞助商

- 可于论坛上有2个圆桌讨论发言机会
- 享有参展位（3米*2米）
- 作为金级赞助商进行活动宣传
 - 于国际资本市场协会官网活动界面展现企业Logo及75字的介绍
 - 在活动宣传中展示企业Logo（向ICMA全球5万数据库发送电子邮件营销，在LinkedIn上发布社交媒体帖子）
 - 企业Logo可展示在论坛荧幕上
 - 在致辞中鸣谢赞助商的支持

会员机构：¥180,000 | 非会员机构：¥200,000

银级赞助商

- 可于论坛上有1个圆桌讨论发言机会
- 享有参展位（3米*2米）
- 作为银级赞助商进行活动宣传
 - 于国际资本市场协会官网活动界面展现企业Logo及75字的介绍
 - 在活动宣传中展示企业Logo（向ICMA全球5万数据库发送电子邮件营销，在LinkedIn上发布社交媒体帖子）
 - 企业Logo可展示在论坛荧幕上

会员机构：¥108,000 | 非会员机构：¥120,000

参展商

- 享有参展位（3米*2米）
- 作为参展商进行活动宣传
 - 于国际资本市场协会官网活动界面展现企业Logo及50字的介绍
 - 在部分活动宣传中展示企业Logo

会员机构：¥38,000 | 非会员机构：¥50,000

	白金级	金级	银级	参展商
赞助费用（针对非ICMA会员）	¥300,000	¥200,000	¥120,000	¥50,000
赞助费用（针对ICMA会员）	¥280,000	¥180,000	¥108,000	¥38,000
发言机会	2 (1个主旨演讲 + 1个圆桌讨论)	2个圆桌讨论发言机会	1个圆桌讨论发言机会	-
会议室	1	-	-	-
参展位	双参展位	✓	✓	✓

宣传方式

白金级	金级	银级	参展商
于国际资本市场协会官网活动界面展现企业Logo及100字的介绍	于国际资本市场协会官网活动界面展现企业Logo及75字的介绍	于国际资本市场协会官网活动界面展现企业Logo及75字的介绍	于国际资本市场协会官网活动界面展现企业Logo及50字的介绍
在活动宣传中展示企业Logo	在活动宣传中展示企业Logo	在活动宣传中展示企业Logo	在部分活动宣传中展示企业Logo
企业Logo可展示在论坛荧幕上	企业Logo可展示在论坛荧幕上	企业Logo可展示在论坛荧幕上	
在致辞中鸣谢赞助商的支持	在致辞中鸣谢赞助商的支持		



联系方式

如需进一步了解有关论坛赞助/议程的详情，
请联系：

Ricco Zhang 张顺荣

国际资本市场协会亚太区资深总监

E: ricco.zhang@icmagroup.org

M: +852 2531 6591

Luke Byrne

国际资本市场协会亚太区副总监

E: luke.byrne@icmagroup.org

M: +44 7748 736 006

Vincci Xiao 肖雯琦

国际资本市场协会亚太区经理

E: vincci.xiao@icmagroup.org

M: +852 2531 6595

