

# CRAC-HCF

12<sup>th</sup> Chemical Regulatory Annual Conference  
& Asian Helsinki Chemicals Forum

2020  
Virtual  
Forum

## Towards a More Synergic Future

Nov 16-Dec 10, 2020

# Sponsorship Kit



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Organizers: REACH24H Consulting Group / Helsinki Chemicals Forum

Partners: United Nations Environment Programme

Organization for Economic Cooperation and Development

European Chemicals Agency

Media Partners: Xinhua News Agency / ChemLinked

# BACKGROUND

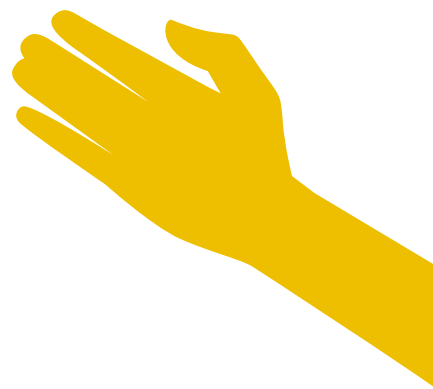


So far, this 2020 has been like none before. The COVID-19 pandemic and its impacts have been felt across economies all over the world. As countries explore new and adapted regulatory strategies for this New Normal, the **Chemical Regulatory Annual Conference (CRAC)**, a leading East Asian regulatory event hosted by REACH24H Consulting Group, joined forces with **Helsinki Chemicals Forum (HCF)**, a top conference organizer on the safety management of chemicals in Europe to offer a new joint platform to rethink structures, develop effective compliance strategies and help support increased cooperation across regions and industries with chemical safety management at its core.

In line with the new global pandemic prevention and control priorities, the **CRAC-HCF 2020 Virtual Forum** will be held **virtually and free of charge for all attendees**, allowing more government, industry and civil society representatives from all over the world to participate.

What to expect? The 2020 Forum will focus on the current status and future challenges and possibilities found in **chemicals management, environmental safety, pesticides, disinfection products, cosmetics and food contact materials** in Asia, EU, U.S and other major trade partners, offering a month-long online event with 8 plenary sessions, 70 compelling topics, 80 industry experts and speakers. Through online and offline interaction, over 10,000 participants from across industries and regions are expected to tune in this CRAC-HCF 2020 Virtual Forum!

To learn more about the Forum, please go to the [official website](#).

  
**8** Plenary Sessions  
**70** Hot Topics  
**80** Industry Experts and Speakers  
**More than 10,000 Participants**

## REACH24H

### Chemical Regulatory Annual Conference (CRAC)

The **Chemical Regulatory Annual Conference (CRAC)** has been organized by the consulting firm REACH24H for 11 years to date, making the 2020 joint event its 12th edition in East Asia. Over the years, 180 domestic and foreign government ministries and leading industry voices have joined our regulatory sessions from China, broader Asia-Pacific, Europe, U.S. and other trade regions to share regulatory updates and policy developments in chemical safety.

To learn more, go to: [REACH24H](https://reach24h.com) (you can also visit our last [CRAC2019](https://crac2019.com) interactive website).



## Helsinki Chemicals Forum (HCF)

The Helsinki Chemicals Forum (HCF) is an independent non-profit forum founded by the Finnish Fair Foundation and the City of Helsinki aimed at promoting chemicals safety and chemicals management globally. HCF has held annual high-level conferences in Helsinki every year since 2009, supported by European Chemicals Agency (ECHA), the European Commission (EC) and the European Chemical Industry Council (CEFIC) and a number of Finnish Government ministries.

Over the years, the Helsinki Chemicals Forum has gradually evolved from debating the multiple challenges that the global chemical industry is facing to becoming the priority platform for debating how approximation of regulatory systems around the globe and multilateral cooperation can contribute to a safer and greener environment worldwide. To learn more, you can visit the [HCF Website](https://hcf.fi).



# WHO WILL ATTEND?

- Decision Makers from Multinational Companies
- PS Product Safety Specialist
- Government Representatives
- Industry Associations/ Organizations
- EHS Managers
- Lab Managers
- Industry Regulatory Experts
- Experts from Laboratory/Scientific Research Institutes
- Supply Chain Officers
- Global Trade Officers and Strategy Specialists
- Chemical/Pesticide/Food and Other Industry Media
- Consulting Agency/Platform

# HIGHLIGHTED SESSIONS



## Asian Helsinki Chemicals Forum

- Forthcoming ICCM 5: Sound Management of Chemicals and Waste Beyond 2020
- Safer Substitution
- Transparency and Risk Communication



## Global Chemical Compliance Management

- Chemical Management Updates in Major Trade Areas
- Chemical Environmental and Safety Management: China Now and Onwards
- Risk Assessment for Chemical Substances



## Management of Global Pesticide Registration

- Pesticide Registration System in China, U.S. and Europe
- Pesticide Registration and Market Analysis in Broader Asia-Pacific
- Pesticide Registration System in Other Trade Areas



## Global Disinfection Products Market: Opportunities and Challenges

- A Look into China: Market Access Requirements for Disinfection Products
- Introduction to Korea Regulatory Framework for Biocidal Products
- Compliance Requirements for Disinfection Products in U.S.



## China Cosmetic Management: Updates and Trends under CSAR

- Registration of Cosmetic Ingredients
- Filing and Registration of Cosmetics

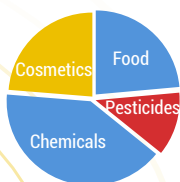


## Safety Management of Food Contact Materials

- Management of Food Contact Materials in China, U.S. and Europe
- Compliance Requirements in Mercosur
- Introduction to Food Contact Materials Legislation in Canada

# WHY SPONSOR US?

Present your brand to our Global Client Base, Cover an Expanded Target Audience and Give Your Business the Exposure it deserves in Asia and the West



## Target New Audience through Brand Promotion on ChemLinked Asia-Pacific News platform:

- Platform with Covering over **48,000** global registered members
- Industry distribution: Chemicals -39.23%, Pesticides -14.22%, Food -23.15%, Cosmetics -23.4%

## Feature Your Brand on Sessions, Breaks, with Exclusive Speech Opportunities:

- Share the stage with global officials/experts to demonstrate your brand's professional service
- Highlight your position in the industry, through your acknowledgement as a Forum sponsor to an event with OECD, UNEP, ECHA and Xinhua News as partners

## Give your Brand Full Visibility as Virtual Exhibitor:

- Personalized booth image, a full range of brand display exposure
- Direct access to visitors through online communication platform

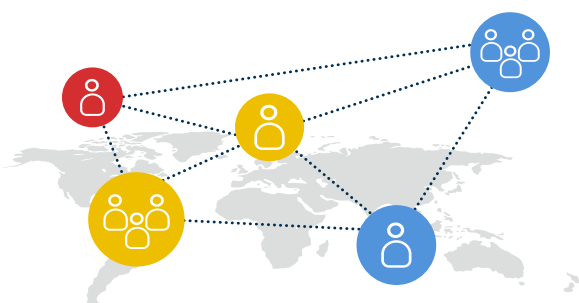


## Exclusive Digital Marketing:

- Dedicated newsletters covering over **40,000** EDM subscribers
- Social media matrix followers of 10,000

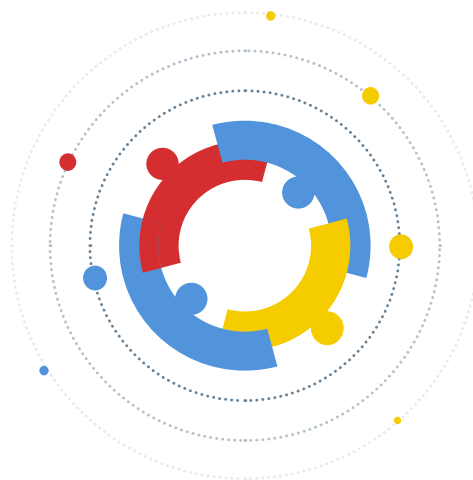
# WHY SPONSOR US?

## Full Display Opportunity, Maximize Visibility and Exposure



- **Long Publicity Cycle:** Enjoy exclusive branding opportunities full-cycle: before, during and after the forum
- **Multi-channel Access:** CRAC-HCF2020 Official Website | Conference Publicity Materials | Social Media Platforms | Email Direct Marketing | ChemLinked

## Develop Your Own Strategic Cooperation Plan



- Establish long-term cooperative relationship
- Become the strategic partner of CRAC conference, customize the sponsorship program for this forums
- Enjoy continuous access to potential projects and business resources

# Sponsorship Opportunities

Cooperation Categories			Strategic Cooperation \$23,000	Brand Show \$9,000	Online Advertising \$4,500
01 Before Conference	Brand Publicity	Company name and logo will be displayed on conference promotional material	✓	✓	✓
		Company name, logo and links featured on the official website	✓	✓	✓
		Advertising banner on the official website	✓	✓	✓
		Pop-up advertising on ChemLinked homepage (over 48,000 global users)	✓	—	—
		Dedicated newsletter to over 40,000 subscribers	3 times	2 times	1 time
		Customized promotion on social media platform	3 times	2 times	1 time
	Transformation	★ Access to the list of attendees	✓	one single industry	—
02 During Conference	Brand Publicity	Promotional materials included in conference e-brochure (A4)	2 pages	2 pages	1 page
		Company name and logo displayed on slides	✓	✓	✓
		Promotional video will be played before each session	✓	✓	✓
		Promotional video will be played before the opening ceremony	✓	—	—
		Advertising banner on the live streaming page	✓	—	—
		Exclusive sponsor of specific session	✓	—	—
	Transformation	Virtual booth (Brand/Service display; online communication)	✓	✓	—
		Keynote speech opportunity	40 mins	20 mins	—
03 After Conference	Brand Publicity	Host VIP pre-or post-event gatherings and get interactive packet	40 mins	—	—
		Continue to appear in our post-conference promotional material/channel	✓	✓	✓
		Promotional materials included in Conference Report	2 pages	2 pages	1 page
		Post-event analysis report by REACH24H on topic of choice "Presented by" sponsor's brand	✓	✓	✓
	Transformation	Company video will be played with session playback	✓	✓	—
		Obtain highly targeted matching services for potential clients	✓	✓	✓

# Contact Us

If you have any questions, Please feel free to contact us:

Contact Person: Ms. Jenny Zhou

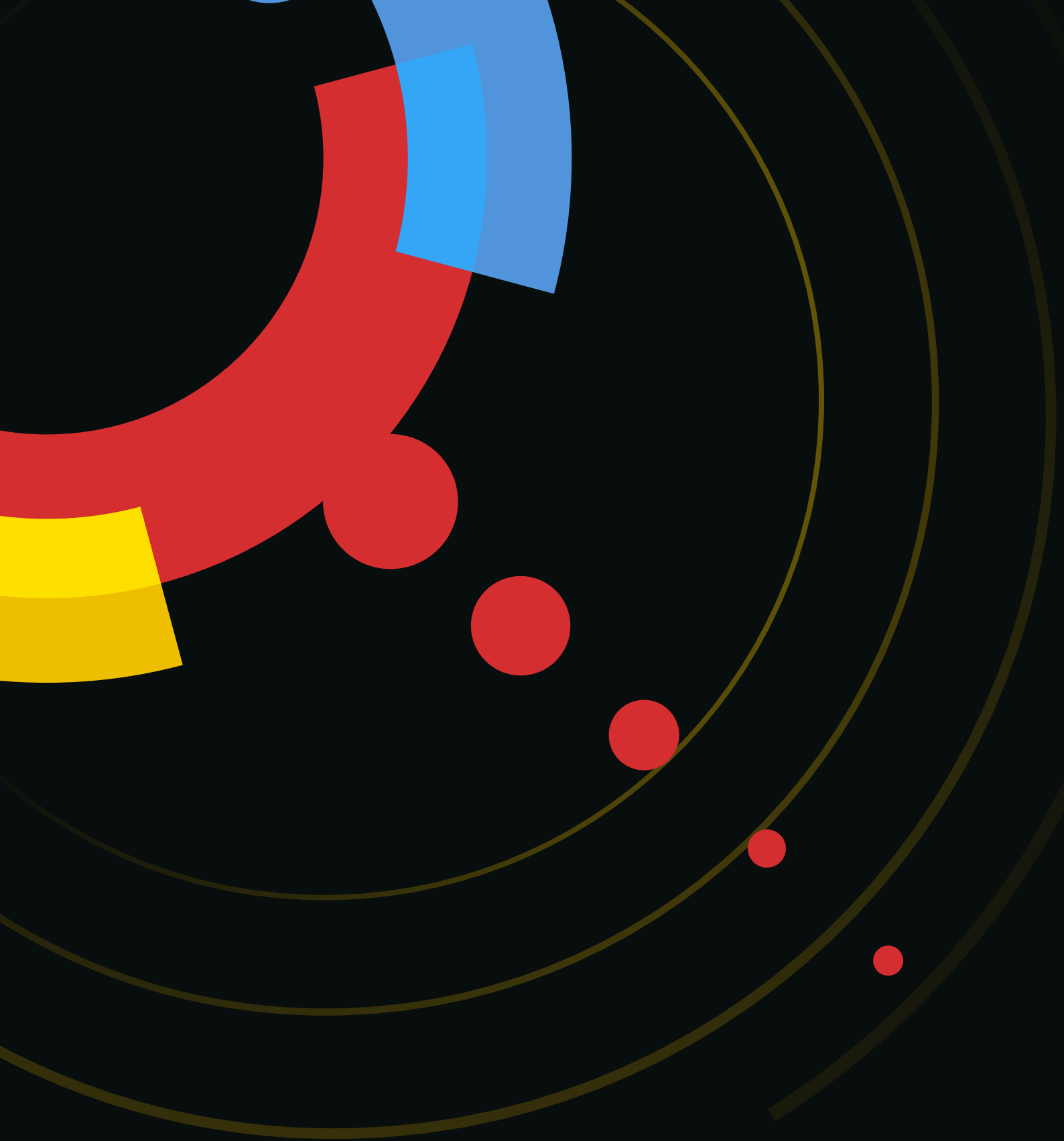
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## REACH24H

REACH24H Consulting Group is an internationally renowned technological services company with the headquarters in Hangzhou, China and global branches in the United States, Ireland, UK, South Korea and Taiwan region. The company has a number of internationally certified toxicologists, specialized safety appraisers, and risk assessment experts. By creating a 24-hour global consulting service network with the support of a full-fledged technical experts team, REACH24H provides one-stop international market entrance services. Our services cover a broad range of industries such as industrial chemicals, agrochemicals, cosmetics, food and food contact materials, as well as consumer products. Among other services, REACH24H provides product notification and registration, regulatory information, news and compliance warning, training seminars and open courses, as well as Internet-based supply chain management software.

"Value in Compliance" is REACH24H's mission statement. Founded in 2009, REACH24H has provided technical support to governments, associations and social organizations, serving over 9,000 well-known companies. REACH24H has tens of thousands of projects completed, including product notification, registration to consulting services..



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