



Harvard College  
China Forum

哈佛中国论坛

THE 27TH SPONSORSHIP  
HANDBOOK

第二十七届赞助手册

# ABOUT 关于

Founded in 1997, the Harvard College China Forum (HCCF) is North America's leading and longest-running student-run conference on China. Dedicated to fostering constructive dialogue on the challenges, trends, and issues affecting China, the Forum aims to engage leaders in business, academia, and politics in discourse that offers insights and generates ideas.

The annual Forum typically takes place in April at Harvard University. Due to the COVID-19 pandemic, the Forum was moved online in 2020 and attracted more than 8 million livestream views. In 2021, over five-hundred delegates and more than eighty speakers attended the first Forum held in Beijing, China. In 2023, the Forum restored its pre-pandemic scale and format, taking place over a three-day period with over 70 speakers and 800 attendees from across the U.S. and China. The 27th Forum is scheduled to be held at Harvard's main campus from April 12 - 14, 2024.



# HISTORY 历史

Harvard College China Forum was founded in 1997 as the magazine *Harvard China Review* by then Harvard graduate students Ligang Zhang, now Founder and CEO of iKang Health Group, and Bo Li, now Deputy Managing Director of the IMF. Initially run by students at the Harvard Graduate School of Arts and Sciences, the magazine expanded its staff membership to other Harvard schools and eventually to academic institutions in the Greater Boston area, publishing both works of student staff writers and articles from academics. Harvard College China Forum was launched partly as a publicity endeavor and partly to boost revenue for the magazine, as suggested by Hugo Shong, Co-Chairman of IDG Capital. As the conference gained more momentum, HCCF leadership shifted its focus from the magazine to the Forum, allowing it to reach its current scale and impact.



# PAST SPEAKERS

历年  
嘉宾



**Dongsheng Chen**

Founder and Chairman, Taikang Life Insurance Co.



**Mark Cuban**

Chairman, Mark Cuban Companies



**Ray Dalio**

Founder and Co-Chairman, Bridgewater Associates



**Anna Fang**

Partner and CEO, ZhenFund



**Arianna Huffington**

Founder, The Huffington Post;  
Founder and CEO, Thrive Global



**Jun Lei**

Co-Founder, Chairman,  
and CEO, Xiaomi



**Zhaoxing Li**

Former President of the China Public Diplomacy Association, Former Minister of Foreign Affairs, People's Republic of China



**Jack Ma**

Co-Founder and Former Executive Chairman, Alibaba Group



**Kevin Michael Rudd**

26th Prime Minister, Ambassador to the United States, Australia; President and CEO, Asia Society; Chairman, International Peace Institute



**Hank Paulson**

Former Secretary of the Treasury, United States



**Stephen A. Schwarzman**

Co-Founder, Chairman, and CEO, The Blackstone Group



**John L. Thornton**

Former Co-President, Goldman Sachs; Executive Chairman, Barrick Gold Corporation; Professor and Director of the Global Leadership Program, Tsinghua University; Chairman, The Asia Society

# 历年伙伴 PAST SPONSORS AND PARTNERS





# 2024 CONFERENCE PRIVILEGES

宣传权益

As a Harvard College China Forum partner, you can achieve:

## Impactful Branding

by spreading brand awareness at the world's top university and North America's most influential, press covered student-run conference on U.S.-China relations.

## Wide Reach

through exposure to 1000+ audience members across a diverse array of personal and professional backgrounds and access to high-level media coverage.

## Unparalleled Connections

with the opportunity to engage with industry leaders, Harvard administrators, and top University students dedicated to better understanding China.

### Logo Display

Appearance in external publicity and official media platforms; Display of company logo, name, website link

### Ceremony Acknowledgement

Verbal acknowledgement at the opening and closing ceremonies

### Media Coverage

Arrangement of media interviews and reporting

### Fireside Chat Invitation

A 60-minute fireside chat (curated topic) featured on different media platforms

Title Sponsor



Honorary Sponsor



Strategic Sponsor



Conference Sponsor



# 招聘权益

# RECRUITMENT PRIVILEGES

As a Harvard College China Forum partner, you can achieve:

### Recruitment from Top Schools

through HCCF career fairs that attract students from Ivy League universities and other top U.S. colleges.

### Multi-Channel Attraction

with access to a platform with 100,000+ followers across U.S. and Chinese social media.

### Long-Term Participation in the Forum's Recruitment Network

with the opportunity to continuously engage with current and previous career fair partners, including multinational firms such as JP Morgan Chase, Bain & Company, and Taikang Insurance Co., among others.

### Recruitment Network Publicity

Promote recruiting opportunities via HCCF's website, WeChat, LinkedIn, and other platforms

### Career Fair Participation

Interact with participants during conference career fair

### Recruitment Presentation

Host information session on your company and relevant opportunities

### Custom Recruitment Event

A unique recruitment event specially planned and publicized for the sponsor

Title Sponsor



Honorary Sponsor



Strategic Sponsor



Conference Sponsor



# SPEAKER GALA PRIVILEGES

## 嘉宾晚宴赞助权益

As a Harvard College China Forum partner, you can:

**Showcase** your corporate image at a top gala event, elevating your brand identity

**Connect** with influential figures across different industries, broadening your business network

**Celebrate** HCCF's journey and history as a part of our greater mission during this critical juncture in U.S.-China relations

### Logo Display

Company logo shown on event backdrop and related publicity materials

### Product Showcase

Product booth and product display at the event

### Speech Invitation

5 minute speech during the speaker gala

### Naming Rights

Exclusive naming rights to the event (one company only)

Title Sponsor



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# CONTACT US

## Sponsorship Email

[sponsorship@harvardchina.org](mailto:sponsorship@harvardchina.org)

For other inquiries, please contact:

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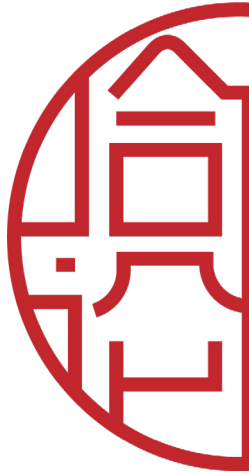
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