



# Promotional Opportunities and Activities of AmCham

**2025**

[www.amcham.hr](http://www.amcham.hr)

# Executive Lunch

The Executive Lunch of the American Chamber of Commerce is a representative event that brings together presidents and board members of member companies to discuss strategic issues. Speakers at AmCham's Executive Lunches are **selected ministers and senior government officials**, and the business community is attended by leading directors of well-known international and domestic companies. These events are held with the participation of representatives of the public sector and the media at the invitation of AmCham, and usually bring together between 80-120 people with the almost regular participation of the US Ambassador.

## March, 2025 Executive Lunch with the US Ambassador

The US ambassador Nathalie Rayes will address AmCham members and present her views on the opportunities for improving business relations between the two countries.

## October 7, 2025 Executive Lunch on topic of foreign direct investments

Foreign direct investments are one of AmCham's strategic topics, especially those aimed at export markets, because such investments bring inclusion in global value chains, job creation, transfer of technology, knowledge and work models, which additionally results in the growth of productivity and competitiveness of the economy.

**THE SPEECH OF THE MINISTER OF ECONOMY WILL BE FOLLOWED BY A PANEL DISCUSSION.**



**June 18, 2024**

[Executive Lunch with the US Ambassador Nathalie Rayes](#)



**October 10, 2023**

[Executive Lunch "Global trends in FDI – where is Croatia?"](#)

# Sponsorship Offer

	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>SPONSOR</b>
Speech/presentation and participation of company representative at panel discussion	✓		
Participation of company representative at panel discussion		✓	
Company logo on web banner on AmCham home page for period of one month	✓		
2 seats at VIP table	✓		
Free participation for 4 persons, sponsor's invitees	✓		
Free participation for 2 persons, sponsor's invitees		✓	
1/1 page ad or article in News&Views / Yearbook	✓		
1/2 page ad or article in News&Views / Yearbook		✓	
Ad (banner) in two issues of electronic newsletter	✓		
Ad (banner) in one issue of electronic newsletter		✓	
Distribution of commercial materials or appropriate gifts	✓	✓	
Company logo on electronic invitations	✓	✓	✓
Company logo on event page on AmCham web	✓	✓	✓
Company logo in News&Views and/or Yearbook	✓	✓	✓
Company logo in introductory video	✓	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	<b>6.000 eur</b> + vat	<b>3.000 eur</b> + vat	<b>1.500 eur</b> + vat

*The above-mentioned amounts apply only to AmCham members.*

*In case of interest, it is possible to have a higher category of sponsorship than those listed.*

# Conference

The main purpose of conference is to present and discuss topics important to business and business standards, as well as inform members and guests of relevant issues and trends. Speakers at AmCham's conferences are **elected ministers and senior representatives of public authorities**, in addition to prominent directors of well-known international and domestic companies from the business community. The speech is followed by a **panel discussion in which representatives of the private and public sectors participate**.

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## **March 25, 2025** Conference "Trends in Healthcare – Challenges and Opportunities"

The focus of the health sector in 2025 will remain on the increasing use of artificial intelligence and advanced technologies, progress in personalized medicine and the application of sustainable principles. A noticeable trend is also the search for solutions for the prevention and treatment of chronic diseases such as obesity. One of the important challenges is finding a balance between increasing the availability of healthcare and access to innovative medicines and limited available budgets/achieving sustainable financing of the healthcare system.

Croatian health care will characterize the completion of infrastructure investments, focus on treatment outcomes, establishment of centers of excellence and strengthening of primary health care with the aim of creating an accessible and sustainable system.

The goal of the event is to discuss how to use new trends and technologies and improve access, quality and efficiency in the provision of health care. It is also important to consider how global challenges will affect the creation of a more agile, patient-centered and data-driven healthcare system.



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**March 26, 2024**  
[Conference "Trends in Healthcare – Challenges and Opportunities"](#)



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**March 14, 2023**  
[Conference "Trends in Healthcare – Challenges and Opportunities"](#)

# Sponsorship Offer

	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>SPONSOR</b>
Participation of company representative at panel discussion	✓	✓	
Speech/presentation of company representative	✓		
Company logo on web banner on AmCham home page for period of one month	✓		
1 seat at VIP table	✓		
Free participation for 4 persons, sponsor's invitees	✓		
Free participation for 2 persons, sponsor's invitees		✓	
1/1 page ad or article in News&Views magazine / AmCham Yearbook	✓		
1/2 page ad or article in News&Views magazine / AmCham Yearbook		✓	
Ad (banner) in two issues of electronic newsletter	✓		
Ad (banner) in one issue of electronic newsletter		✓	
Distribution of commercial materials or appropriate gifts	✓	✓	
Company logo on electronic invitations	✓	✓	✓
Company mention in the media promoting the event	✓	✓	✓
Company logo on event page on AmCham web	✓	✓	✓
Company logo in News&Views and/or AmCham Yearbook	✓	✓	✓
Company logo in introductory video	✓	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	<b>8.000 eur</b> + vat	<b>4.000 eur</b> + vat	<b>2.000 eur</b> + vat

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# Conference

## **May 20, 2025 Conference on the topic of taxes and tax policy**

The tax policy in the last decade has significantly contributed to economic growth and stability and increased predictability, which has facilitated business planning. Croatia's credit rating is historically at its best, the gross domestic product is growing steadily and approaching the average level of development of the European Union, i.e. the threshold of 80%.

Despite the increase in wages in the private sector, strong inflation weakened the purchasing power of citizens, while in the public sector the significant increase in wages was not accompanied by an increase in productivity. The lack of adequate and qualified workforce has created difficulties for companies in recent years. Also, the need for increased investments is a consequence of, among other things, the process of green and digital transition.

Does the Government have room for further relief of work and the economy? Are there plans to expand the tax base and sources of taxation in Croatia? Will some of AmCham's recommendations be accepted in the 2026 planning process?

The goal of the event is to exchange opinions and best practices on ways in which tax policy can contribute to strengthening Croatia's competitiveness and creating a favorable and sustainable business environment, economic growth and development.

## **June 10, 2025 Conference "Digital Croatia 2030"**

AmCham strongly supports efforts to raise the level of digitization in Croatia, and therefore the "Digital Croatia 2030" conference is designed as a platform for the exchange of experiences and the latest knowledge on digitization between representatives of public authorities and the business community.

The Conference will discuss the importance of recognizing the topic of digital transformation through raising it to the level of a ministry for the first time in Croatia. The emphasis will be on news and priorities of the new single body responsible for digitization.

This traditional AmCham conference is always an opportunity to discuss new technologies that change business practices and increase business productivity. Technologies like AI are revolutionizing business, but they also bring numerous challenges that need to be recognized.

In parallel with the progress of digital transformation, we are witnessing an increase in the risk of cyberattacks. It is important to make the business community aware of the challenges of the digital economy and discuss how to protect yourself.

## **November 11, 2025 Conference on the topic of ESG**

As the world faces a number of serious challenges - from climate change to social inequalities - the business sector has a responsibility to effect positive change. ESG is a strategy focused on sustainable growth and development that is not only driven by profit generation, but also includes achieving net zero emissions, caring for employees and the community, and transparency in the decision-making process - all elements that make up a successful company that will help people improve their lives in long term.

In 2025, AmCham, in cooperation with the consulting firm Kearney, will award the title of ESG Champion to a company that has excelled in the implementation of ESG goals based on the company's ESG maturity survey. The goal of the conference is to discuss the best ESG practices and inform about regulatory news. While companies focus on achieving environmental goals, goals focused on diversity in the company and the representation of women in management and supervisory boards are not yet widely represented, and among others, these topics will be discussed at the panel discussion of the conference.

# Conference



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**March 16, 2024**  
[Conference "Digital Croatia 2030"](#)



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**July 2, 2024**  
[Conference "Sustainable Tax System: Policy, Practice and Perspectives"](#)



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**November 7, 2023**  
[Conference "Business sustainability with ESG principles"](#)

# Sponsorship Offer

	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>SPONSOR</b>
Participation of company representative at panel discussion	✓	✓	
Speech/presentation of company representative	✓		
Company logo on web banner on AmCham home page for period of one month	✓		
1 seat at VIP table	✓		
Free participation for 4 persons, sponsor's invitees	✓		
Free participation for 2 persons, sponsor's invitees		✓	
1/1 page ad or article in News&Views magazine / AmCham Yearbook	✓		
1/2 page ad or article in News&Views magazine / AmCham Yearbook		✓	
Ad (banner) in two issues of electronic newsletter	✓		
Ad (banner) in one issue of electronic newsletter		✓	
Distribution of commercial materials or appropriate gifts	✓	✓	
Company logo on electronic invitations	✓	✓	✓
Company mention in the media promoting the event	✓	✓	✓
Company logo on event page on AmCham web	✓	✓	✓
Company logo in News&Views and/or AmCham Yearbook	✓	✓	✓
Company logo in introductory video	✓	✓	✓
Company mention in social media (Linkedin and Twitter)	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	<b>6.000 eur</b> + vat	<b>3.000 eur</b> + vat	<b>1.500 eur</b> + vat

*The above-mentioned amounts apply only to AmCham members.*

*In case of interest, it is possible to have a higher category of sponsorship than those listed.*



# Co-organized Event

Events organized with **AmCham** member and non-member, on a specific business-related topic, max. duration up to half day, for 30-80 attendees. The co-organizer is an equal partner in organizing this event and as such devises the program (topic, speakers etc.). Invitees are **AmCham** members and non-members (clients of co-organizer).



**March 12, 2024** [Co-organized Event "Risks, Insurance and Surety Bonds: Key Factors of Making Your Business Successful and Protected"](#)



**September 11, 2024** [Co-organized Event "Fast Growing Sectors in Croatia: Can They Accelerate National Economic Growth?"](#)

	<b>COORGANIZER*</b>	<b>COORGANIZER*</b>
	AmCham MEMBER	AmCham NON-MEMBER

	COORGANIZER* AmCham MEMBER	COORGANIZER* AmCham NON-MEMBER
Introductory presentation	✓	✓
Participation of company representative at panel discussion	✓	✓
Company logo published on printed invitations (up to 100 printed invitations)	✓	✓
Company logo on electronic invitations	✓	✓
Company logo published on event page on AmCham web	✓	✓
Company logo published in News&Views and/or Yearbook	✓	✓
Company logo on information board at the hotel on the day of event	✓	✓
Promotional materials at the event (roll up and similar)	✓	✓
Distribution of commercial materials or appropriate gifts	✓	✓
	<b>2.000 eur</b> + vat	<b>3.000 eur</b> + vat

\* In addition to the above amount, the co-organizer also covers all related costs that may arise (venue, food and drink, sound system, translation, photographer, etc.). In the case of more than one co-organizer, AmCham will charge each co-organizer a fee of EUR 1,500 + VAT (member companies) and EUR 2,000 + VAT (non-member companies).

# AmCham Talents

## Contributing to Croatia's future by developing talented, ethical, open-minded business leaders

AmCham Talents program was initiated in 2013 with a goal of developing leadership skills of promising young business professionals.

Young professionals recognized as high potential employees within their companies usually have opportunities for postgraduate education and trainings but lack practical experience and opportunity to develop their soft skills by learning directly from leaders in different industries. This program hopes to bridge this gap and contribute to the personal and career development of such employees through a series of interactive sessions by prominent leaders and networking opportunities with their peers.

So far more than 1150 young talents participated in AmCham Talents program and gained valuable knowledge from more than 95 distinguished speakers.

**March 2025 – December 2025**



# Sponsorship Offer

	<b>PLATINUM SPONSOR</b>	<b>GOLD SPONSOR</b>	<b>SPONSOR</b>
Free attendance for 6 employees	✓		
Free attendance for 2 employees		✓	
Free attendance for 1 employee			✓
1/1 Poslovni dnevnik interview	✓		
Statement in an article in Poslovni dnevnik (1/2 pg. article) and on the poslovni.hr website – program announcement	✓		
Logo in 6 ads in Poslovni dnevnik	✓	✓	
Company representative in the evaluation committee for the selection of the AmCham Talent of the Year	✓	✓	✓
Award ceremony speech	✓		
Video statement of the company CEO/Board member published on the AmCham web and sent to Program participants	✓		
Opportunity for a company visit and speech / presentation	✓		
Article about company visit published in the News & Views magazine	✓		
1/1 page ad or article AmCham Yearbook	✓		
1/2 page ad in the News & Views magazine		✓	
Logo in the News & Views magazine	✓	✓	✓
Logo on AmCham web page (program announcement)	✓	✓	✓
Logo on electronic invitations	✓	✓	✓
Logo on the event banner displayed at each event from the program	✓	✓	✓
Distribution of the sponsor materials at the final AmCham Talents event	✓	✓	✓
	<b>4.000 eur</b> + vat	<b>2.000 eur</b> + vat	<b>1.000 eur</b> + vat

*The above-mentioned amounts apply only to AmCham members.*

# AmCham Gala Dinner

## Sponsorship Offer

Every autumn American Chamber of Commerce in Croatia organizes its traditional Gala Dinner for distinguished members and high-ranking officials from government institutions, international organizations and the diplomatic corps (approx. 300-400 invitees).

Part of the proceeds from ticket sales will be donated to charity.

This event provides extremely high visibility and therefore AmCham is offering sponsorship opportunities:

	<b>GOLD SPONSOR</b>	<b>SILVER SPONSOR</b>	<b>SPONSOR</b>
Company logo on the banner on AmCham's home page until December 31, 2025	✓		
Company logo on invitation letter	✓		
Company mention in AmCham social media (LinkedIn and Twitter)	✓	✓	
Corporate table (10 persons)	✓		
4 tickets for gala dinner		✓	
2 tickets for gala dinner			✓
1/1 page ad or article in AmCham Yearbook	✓		
1/2 page ad or article in AmCham Yearbook		✓	
Number of ads (banner) in electronic newsletter	3	2	1
Company logo in introductory video	✓	✓	✓
Company logo on printed program of the gala dinner	✓	✓	✓
Company logo on electronic invitations	✓	✓	✓
Company logo published on event page on AmCham web	✓	✓	✓
Company logo on sponsors' banner displayed in hotel	✓	✓	✓
Company logo published in Yearbook	✓	✓	✓
Company mention in welcome speech	✓	✓	✓
	<b>12.000 Eur</b> + vat	<b>6.000 Eur</b> + vat	<b>3.000 Eur</b> + vat

# Communication Channels

## News & Views Magazine

[News & Views Magazine](#) is issued twice a year. 1500 copies of high-quality business magazine in English language are distributed to the senior management of **AmCham** member companies and selected business partners as well as various government and international institutions in Croatia, including diplomatic corps and **AmCham** global network. It is available at all **AmCham** events and in business lounges of 4 and 5-star hotels in Zagreb. Electronic version of the magazine can be found on **AmCham** Croatia's web page.

<b>Commercial ad or PR article</b>	1 page	<b>450 eur</b>
	1/2 page	<b>270 eur</b>
	1/4 page	<b>150 eur</b>
	inner cover	<b>700 eur</b>
	back cover	<b>950 eur</b>
	double page	<b>800 eur</b>
	flyer (A4, 2-sided print)	<b>450 eur</b>

## Yearbook

[Yearbook](#) is distributed once a year to all **AmCham** members and European **AmChams** that will make it available to their membership. It will reach relevant international and local audience and it can be used throughout the year as a valuable reference. The Yearbook contains a detailed listing of **AmCham** members' data and their contact info, **AmCham**'s Annual Report as well as information about committees and Board of Governors, useful information about Croatia and its state bodies and institutions.

<b>Commercial ad or PR article</b>	1/1 page	<b>370 eur</b>
	1/2 page	<b>250 eur</b>
	inner cover	<b>600 eur</b>
	back cover	<b>900 eur</b>
	third page	<b>700 eur</b>
<b>Yearbook Sponsor</b>	includes one inner cover ad, two one-page ads and company logo on the Yearbook cover	<b>2.100 eur</b>

# Communication Packages

## Yearly Advertising

<b>One-page ad</b>	1/1 page in every issue of the News & Views magazine (two issues per year)  1/1 page in the Yearbook  Newsletter – ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue	<b>1.400 eur</b>
<b>Half-page ad</b>	1/2 page in every issue of the News & Views magazine (two issues per year)  1/2 page in the Yearbook	<b>700 eur</b>

## Company in Focus

<b>Company Promotion</b>	1/1 page in the News & Views magazine  1/1 page sponsored article in the News & Views magazine containing interview with the manager, event announcement or industry news  Newsletter – ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue	<b>950 eur</b>
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*Prices do not include VAT.*

## New Member Package

### 1+1 Offer

By booking one ad in News & Views magazine you will receive an extra ad or sponsored article of the same size for free (in the same or next issue of News & Views magazine) as well as ad/banner 600x200 px containing link to the company’s web page, published in one Newsletter issue.

This offer is valid within one year after joining AmCham.

The Chamber's newsletter is sent every two weeks to more than 2,000 e-mail addresses of middle and senior management of AmCham member companies and other business partners, as well as national and international institutions.

*The above-mentioned amounts apply only to AmCham members.*