



The British
Chamber of Commerce
in Hong Kong
香港英商會

BRITAIN IN HONG KONG MAGAZINE: EDITORIAL CALENDAR 2020

<u>Issue</u>	<u>Theme</u>	<u>Submission Deadline*</u>
Jan/Feb	Eco travel trends and How companies are reducing their carbon footprint	Monday 9 December 2019
Mar/Apr	HK Education Trends Overseas Education	Monday 10 February
May/June	Talent in GBA (possible Aging workforce) Future of Work 2050	Monday 13 April
Jul/Aug	Smart Cities & HK Waste Initiatives	Monday 8 June
Sept/Oct	Wellness at work Health Insurance trends	Monday 10 August
Nov/Dec	Luxury/Retail Investment	Monday 12 October

*This schedule is subject to minor changes throughout the year and individual contribution deadlines will be provided once your space is allocated.

Our magazine is bi-monthly and has a readership of approximately 15,000. It is printed and circulated to our members both in Hong Kong and overseas as well as digitally available on our website. Our database consists of senior contacts in Hong Kong in all the major sectors of business, and it is distributed in a number of social clubs (such as the Yacht Club, Hong Kong Club, etc.), business class lounges for British Airways and Cathay Pacific in London and Hong Kong, as well as on-board British Airways flights between London and Hong Kong.

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To discuss a **full-length article**, please email emily.weir@britcham.com and outline your intended topic who will advise the most appropriate issue for inclusion. Content topics are not mandated, the following thought leadership topics provide guidance and we recommend aiming for relevance around key events of the year. Promotional pieces are more relevant for the news section or advertising channels.

- Global economic/political trends and trade
- Technology and innovation
- Healthcare and pharmaceutical
- Diversity and inclusion
- Built environment, facilities management and real estate
- Transport, logistics, supply chain or maritime
- Retail and ecommerce
- Food and beverage industry
- Education at all ages
- SME business support/advice
- Manpower, talent, leadership and professional development
- Sustainability
- Marketing, brand management, media and public relations
- Oil and gas, energy, and renewables

A template for the article contribution will be shared by the Chamber communications team once we allocate the issue space.

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