



Premier Partner Programme

For Supply Chain Organizations Driving Resilience & Sustainability

WWW.TAPA-APAC.ORG



Leading Businesses Into Resilience & Sustainability

Be Part of the Change Forward

The Transported Asset Protection Association (TAPA) is the leading global association that unites supply chain industry leaders and organizations with the common aim of upholding the highest standards of supply chain resilience and sustainability.



Events & Conference

TAPA APAC organizes an annual conference, seminars, and panel discussions for its members, providing unique networking opportunities to exchange ideas and information to support members' supply chain resilience programmes.

Premier Partnership Programme is a key part of our commitment to build a stronger, more resilient supply chains.

Thank you for being part of our vision to drive the industry forward. As a TAPA APAC Premier partner, you are directly reaching out to supply chain decision makers and leaders in the region's rapidly rising membership audience. This year-long partnership is further complemented with brand awareness also to non-members at TAPA APAC's conference and events for maximum exposure.

We look forward to our partnership.

Tony Lugg



Chairman, TAPA APAC



In Asia Pacific, TAPA APAC provides a diverse range of membership programmes to help companies stay resilient and future-proof their value chains against current and emerging risks. TAPA APAC membership is the fastest growing supply chain community of over 650 member companies within the region, of which majority are Fortune 500 firms.

For the full list of TAPA APAC member companies, please visit: www.tapa-apac.org/membership-directory



Supply Chain Standards

TAPA APAC offers industry standards and certification programmes for companies with assets moving through the supply chain. TAPA Standards are updated every three years to provide protection against current and emerging risks.



Training

TAPA APAC delivers online and face-to-face training courses and examination to help members adopt TAPA Standards and attain their certifications. New training courses are constantly developed to help members across various aspects of their businesses.



Intelligence

TAPA APAC uses a crime intelligence system to collect, store and analyze cargo theft incidents information across the world. Database of cargo crime are gathered by TAPA members' reporting, professional intelligence consultancy, insurers, law enforcement agencies and open media sources. Members use statistics and analysis to plan their cargo routes more efficiently.



Insights

Members receive regular industry updates, news, reports and insights curated from industry experts, authorities, and partners that provide insightful knowledge for members to adopt and improve their businesses and supply chain efficiency.



Collaboration

TAPA APAC actively engages with various supply chain stakeholders including government agencies, customs and partners to collaborate and develop industry best solutions in mitigating these risks for businesses, consumers, and national economies.

Premier Partner Benefits 2023

A Unique Sponsorship for Diverse Range of Events & Conferences

As a TAPA APAC Premier Partner, you will be entitled to the following benefits.

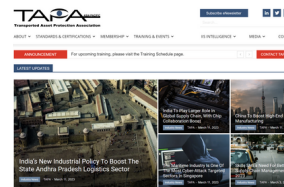
Partner Branding



You may use the official TAPA APAC 2023 Premier Partnership logo on your own marketing materials for the calendar year, establishing greater trust among supply chain stakeholders who are part of or familiar with TAPA globally.

Website

Your company brand will be displayed in a scrolling band across multiple sites on TAPA APAC website, including the homepage and membership pages. On the Premier Partnership page, your company profile, contact information and webpage link will be featured.



Events & Webinars



With the focus on addressing key resilience issues in APAC, TAPA APAC's events and webinars are hosted for members and non-members. Your brand will be exposed to participants, speakers and media, as Premier Partners receive logo recognition in marketing collateral and onsite event displays including signages.

Conferences

TAPA APAC organizes conferences for its members and supply chain stakeholders within the region to exchange ideas, information and industry best practices. Throughout the conference, your brand is showcased at multiple touchpoints including exhibition booth, stage backdrop, speaker opportunities and more.



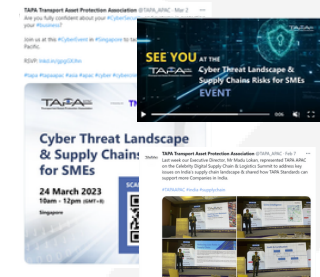
Advertorial Placements



Your company will have up to one full-page of advertorial in TAPA APAC's Lookout monthly e-Magazine. With our interactive platform, you are able to include video and GIFs relating to your selected topic. Your company brand will also be featured on the 'Thank You 2023 Premier Partnership' page in the December 2023 edition of Lookout.

Advertising Placements

Your branding message can be easily put across with custom advertising placements across our social media communications including custom posts on TAPA LinkedIn page, TAPA LinkedIn private group and on TAPA APAC Twitter page.



Training Entitlements



TAPA APAC delivers online and face-to-face training courses to help members adopt TAPA Standards. Up to 10 representatives from your company can attend our training and examination to attain their certifications, which will be beneficial for your company.

Build your campaign to achieve brand awareness across the year.

Premier Partner Tiers & Benefits

	PREMIER PLATINUM \$20,000 Max. 5 Partners	PREMIER DIAMOND \$10,000 Max. 10 Partners	PREMIER GOLD \$5,000 Max. 20 Partners
Sponsorship Value (USD, VAT if applicable)			
YEAR-LONG BENEFITS			
Premier Partner Branding & Usage	✓	✓	✓
TAPA APAC Website Logo Feature	✓ Prime position	✓	✓
Advertorial Placements on TAPA APAC Lookout e-Magazine	✓ 5 pages	✓ 2 pages	✓ 1 page
Advertising Placements on TAPA APAC Social Media Pages & Group	✓ 5 posts	✓ 2 posts	✓ 1 post
Additional Training Entitlements	✓ 10 slots	✓ 5 slots	✓ 2 slots
Events & Conferences	✓ All events & conferences	✓ 2 events & conferences	✓ 1 event or conference
C • Stage Backdrop Logo Feature	✓		
C E • Exhibition Booth & One Banner Display	✓ Prime position	✓	✓
C • Conference Guide Placement	✓ 1 page per conference	✓ ½ page per conference	
C E • Webpage Logo Feature	✓	✓	✓
C E • Keynote Speaker Opportunities	✓	✓	✓
C E • Attendee Gift Bag Placement	✓	✓	✓
C E • Attendee Pass Logo Placement	✓		
• Attendee Slots	✓ 10 slots per event	✓ 5 slots per event	✓ 2 slots per event

Note: All fees are subject to VAT if applicable.

C Conference E Events

For more info, please contact info@tapa-apac.org.

Upcoming Events & Conferences 2023

SEP



26

TAPA APAC Technology Event

TAPA Cyber Security Standard (CSS)

China, Dongguan

Target Audience: 100pax Supply chain leaders from technology manufacturers and supply chain solution providers situated at Dongguan that are concerned about data protection, cyber resilience, technology adoption and its risks.

S Keynote Presentations, Panel Discussions

B 5 booths (Priority for Premier Partners)

Seminar

OCT



18

TAPA APAC & IMDA Singapore 5G Supply Chain Digital Transformation Event

Digitalization, IoT & Technology

Singapore

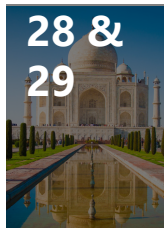
Target Audience: 100pax CEOs, directors and business leaders from organizations keen in transforming into digital supply chain systems and processes to improve productivity, efficiency, resilience and sustainability.

S Keynote Presentations, Panel Discussions

B 5 booths (Priority for Premier Partners)

Seminar

NOV



28 &
29

Supply Chain Resilience & Sustainability (SCRS) Conference - India Festival

Digitalization, IoT & Technology

India

Target Audience: 300pax Supply chain delegates from international and local organizations with supply chain operations in India and/or neighbouring Aisa Pacific countries who are keen to learn, engage and network to enhance supply chain resilience and sustainability.

S Keynote Presentations, Panel Discussions

B 10 booths (Priority for Premier Partners)

Conference

DEC



4 - 9

TAPA New Standards Mandarin Launch at Pudong Shipping Week

TAPA 2023 Standards Mandarin Launch

China, Shanghai, Pudong

Target Audience: 100pax of CEOs, directors and business owners, including TAPA APAC Members, based in Greater China from manufacturing, shipping, logistics, supply chain security providers, security chain solution providers, customs, law enforcement agencies, and local government officials.

S Keynote Presentations, Panel Discussions

B 5 booths (Priority for Premier Partners)

Seminar

Note: All details of events & conferences are subject to change at the discretion of TAPA APAC. Partners will be informed of the updated details once available.

S Speaking Opportunities **B** Booths

Past Events & Conferences 2023

FEB



3 Chinese New Year Dinner Event & TAPA APAC Office Opening

TAPA TAPA Office Opening
Singapore, TAPA APAC Office

Ceremony

MAR



24 Cyber Threat Landscape & Supply Chain Risks for SMEs

TAPA Cyber Security Standard (CSS)
Singapore, Farrer Park

Seminar

MAY



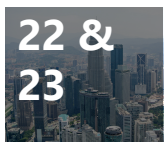
26 TAPA APAC China Office opening Ceremony & "Technology & Innovation Empowerment for Post-Pandemic Supply Chain Resilience and Security" Seminar

Establishment of TAPA China
China, Shanghai, Pudong

Ceremony

Seminar

JUN



22 & 23 Supply Chain Resilience & Sustainability (SCRS) Conference

Rebounding Stronger in Recovery: Resilient & Sustainable Supply Chain of the Future
Malaysia, Kuala Lumpur



Conference



22 Supply Chain Resilience & Sustainability (SCRS) Awards Gala Dinner

Celebrating Excellence in Supply Chain Organizations & Professionals
Malaysia, Kuala Lumpur



Ceremony



22 TAPA APAC Annual General Meeting (AGM) 2023

2022 Performance & Upcoming Initiatives
Malaysia, Kuala Lumpur

AGM

TAPA APAC Chinese New Year Dinner & Office Opening



Cyber Threat Landscape & Supply Chain Risks for SMEs



TAPA APAC China Office opening Ceremony & Seminar



SCRS Conference 2023



SCRS Awards Gala Dinner 2023





The Leading Association for Global Supply Chain Resilience & Sustainability

For more information, please contact TAPA APAC at info@tapa-apac.org

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