

AHK AUSTRALIEN

Parliamentary Showcase



German Business meets Parliament

WEDNESDAY

26 NOVEMBER

8.30 AM - 1.30 PM



Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag

ABOUT THE EVENT



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AHK Australien is excited to host our inaugural Parliamentary Showcase, taking place in Mural Hall at Parliament House in Canberra on Wednesday, 26 November 2025.

This special event will highlight the important role that German-Australian companies—both large and small—play in supporting Australia's economy. It is a unique opportunity to present your business, build new relationships, and share your success stories with Australia's key political and policy decision-makers.

Your business will have the opportunity to build valuable connections with Australia's political leaders and key policy influencers, including Ministers, Shadow Ministers, Members of Parliament, senior Departmental Officials, and Embassy representatives.

AHK Member organisations are invited to book a single or double exhibition space in Mural Hall to showcase their work and speak directly with parliamentarians.

The event is a platform to promote German expertise, strengthen bilateral cooperation, and contribute to Australia's future industries.



Wednesday
26 November 2025



Doors Open at.
08.30 am

For more information contact:

Lea Weiler

lea.weiler@germany.org.au





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Exhibitor Benefits include:

- A branded exhibition space (single or double booth) in Mural Hall at the Australian Parliament House in Canberra
- **Three complimentary places** to participate **per exhibition space**
- Logo placement and brand visibility across marketing collateral
- Direct engagement with Members of Parliament, departmental representatives, and diplomatic officials
- Exclusive Reception as part of Showcase

Why should you participate?

- Raise your company's profile among key Australian decision-makers and policymakers
- Showcase your latest technologies, products, or services in a prestigious, national-scale setting
- Demonstrate your role in strengthening the local and national economy, e.g. through investment, skills development, or innovation
- Network with other German and Australian business leaders, as well as high-level political stakeholders
- Support the visibility of the German-Australian business partnerships, especially in a year of significant bilateral and political milestones
- Gain valuable exposure during a high-level event that connects business and government

Single Exhibition Space

\$2,500 + GST

- One table incl. two chairs (up to 3 company representatives)
- ***Opportunity to invite up to 2 additional VIP-Guests at \$150 + GST ea.***

Double Exhibition Space

\$4,500 + GST

- Two tables incl. four chairs (up to 6 company representatives)
- ***Opportunity to invite up to 4 additional VIP-Guests at \$150 + GST ea.***

ADDITIONAL SPONSORSHIP OPPORTUNITIES ARE AVAILABLE



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Magazine: Accelerate

- Content focus: German-Australian Impact Through Trade, Industry and Collaboration
- A printed magazine to accompany the event in Canberra and beyond
- Magazine will be distributed as a printed edition throughout the Parliamentary Showcase and digitally afterwards
- Your involvement through articles showcasing case studies, projects in Australia and successful collaboration between German and Australian companies
- Limited space available to purchase banner advertisement



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YOUR OPTIONS



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- Complimentary full-page article in the printed magazine
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Double Exhibition Space

\$4,500 + GST

- Two tables incl. four chairs (up to 6 company representatives)
- Complimentary full-page article in the printed magazine
- *Opportunity to invite up to 4 additional VIP-Guests at \$150 + GST ea.*

Can't attend? Be part of our magazine.

Full Page Article

\$990 + GST

- 300-500 word article presenting: case study, successful project, collaboration with Australian entity, bringing innovation
- up to 1 image or 1 highlight quote included to visualise your article

Double-Spread Article

\$1,690 + GST

- 600-800 word article presenting: case study, successful project, collaboration with Australian entity, bringing innovation
- up to 3 images, or 2 highlight quotes included to visualise your article

Banner Ad

\$990 + GST

- half-page advertisement, designed by you
- Placement of advertisement is discretionary by German-Australian Chamber of Industry and Commerce

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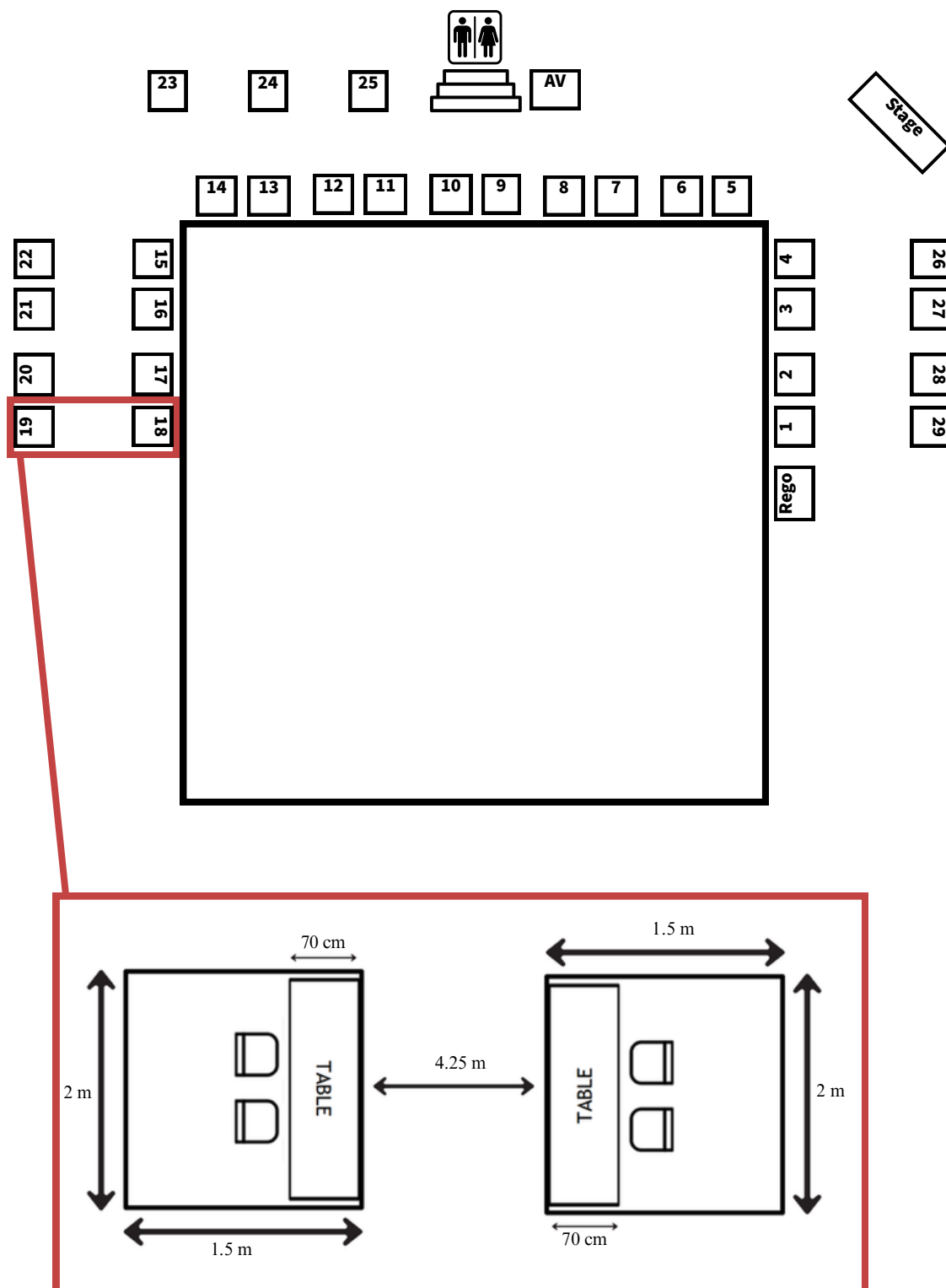
For more information contact:

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lea.weiler@germany.org.au



Australia Parliament House - Mural Hall



Wednesday
 26 November 2025



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 08.30 am

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To register as an exhibitor for the *AHK Australien Parliamentary Showcase 2025*

[Click here](#)

For more information please contact:

**Lea Weiler
Events Manager**



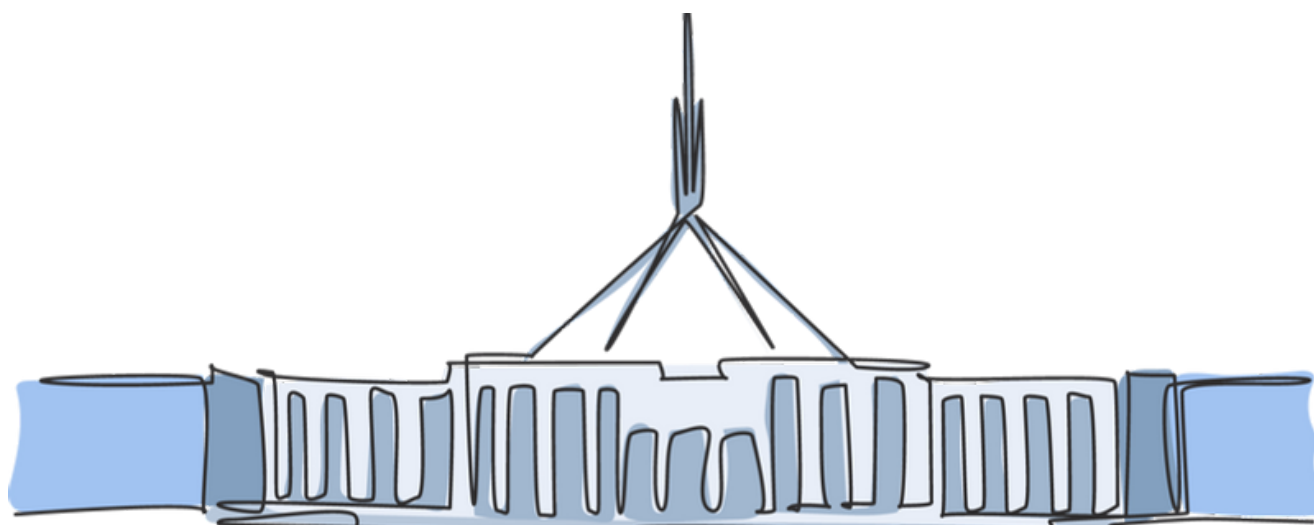
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www.australien.ahk.de/en



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**GERMAN-AUSTRALIAN IMPACT THROUGH
TRADE, INDUSTRY AND COLLABORATION**

ACCELERATE

**HOW GERMAN
BUSINESS
ADVANCE
ENERGY
TRANSITION**

**BRISBANE
2032**

**German businesses
shape
infrastructure and
mobility sector**

EXCLUSIVE INSIGHTS

German Businesses take over Canberra to advocate for innovation in the economy and support of the Free Trade Agreement between the EU and Australia.

Your Involvement

A magazine that showcases the successes of German-Australian business collaboration. Printed for parliament - and beyond!

We are excited to be working on a magazine in collaboration with you, our member base, to put German-Australian business relations in the spotlight and take it with us to Canberra and beyond. You have the opportunity to contribute an article highlighting your project success, collaboration and innovation on Australian shores and have your story seen!

What's included

- As a SPONSOR of the Parliamentary Showcase in Canberra, you receive a complimentary double-spread in the printed magazine.
- As an EXHIBITOR of the Parliamentary Showcase in Canberra, you receive a complimentary full-page article in the printed magazine.
- Banner advertisements are available, yet strictly limited as we want to focus on content rather than advertisement - showcasing the real successes on Australian ground!

Full Page Article

\$1,250 + GST

- 300-500 word article presenting: case study, successful project, collaboration with Australian entity, bringing innovation
- up to 1 image or 1 highlight quote included to visualise your article

Double-Spread Article

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Deadline
31 August 2025

For more information contact:
Johanna Schick
johanna.schick@germany.org.au



YOUR BRAND AT PARLIAMENT



The Parliamentary Showcase in Canberra on 26 November will not only be an excellent opportunity to display your expertise on site, but to support it with an article in our exclusive printed magazine.

Accelerate will combine German excellence, innovation and quality in one magazine - handed out to everyone on site and available digitally for more eyes to read!



Full Page Article



You're in charge to spotlight your brand in a supportive article, explaining how you are changing the Australian landscape through your innovations. Whether you have a case study, a big project to name or a collaboration to drop, this is your chance!

\$1250

FULL PAGE INCL. 2 PICTURES



Double-Spread



If you struggle to contain yourself in one page, how about two? More space, more content, more brand. Go into depth of your case study, project spotlight or collaboration timeline and have more visual space to complement your content.

\$2000

DOUBLE SPREAD INCL. 5 PICTURES

NO TIME? NO WORRIES!



All articles have to be submitted by 31 August 2025 to ensure inclusion in the printed magazine. Due to tight deadlines, exemptions cannot be given.

We understand that working around tough deadlines can be difficult. So, as an alternative, there are limited spaces available for a simple half-page ad.



Banner Ad



Your brand, your voice, your design. Create a half-page ad according to your likings and have it included in our print magazine.

Note: Strictly limited spaces available.

\$1000

HALF-PAGE AD



Already involved?



If you struggle to contain yourself in one page, how about two? More space, more content, more brand. Go into depth of your case study, project spotlight or collaboration timeline and have more visual space to complement your content.

Free

FULL PAGE ARTICLE



Deutsch-Australische
Industrie- und Handelskammer
German-Australian Chamber
of Industry and Commerce

Contact

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Magazine Enquiries

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