



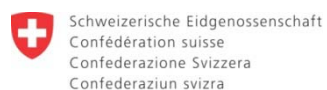
中瑞商业大奖
SINO-SWISS
BUSINESS AWARDS 2015

AWARD CATEGORIES & APPLICATION FORM

28 September 2015

swisscham.org

The Sino-Swiss Business Awards are kindly supported by:



Schweizerische Eidgenossenschaft
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1950-2015
SWITZERLAND AND CHINA
中國瑞士建交65周年

Foreword of the President of the Swiss-Chinese Chamber of Commerce in Beijing



In September 2015, SwissCham Beijing will host the second edition of the Sino-Swiss Business Awards Ceremony.

Swiss companies have long been recognized as being highly competitive and innovative in the world market. In some branches, more than 90% of the goods and services are exported, often characterized by their quality second to none. The already excellent bilateral economic relations between China and Switzerland are prospering even more since the entry into force of the Free Trade Agreement on 1 July 2014. The past years have seen a growing number of Swiss enterprises successfully exporting to and investing in China which has become Switzerland's third greatest trading partner globally and the most important in Asia. These positive numbers are mainly thanks to you - the Swiss companies active in China and vice-versa.

2015 marks the 65th Anniversary of the establishment of Sino-Swiss diplomatic relations. This Anniversary is a true token of our eminent relations with China, not only in trade, but in various other fields such as science, research, education or culture. Indeed, Switzerland and China pioneered together in many ways: Switzerland was not only one of the first countries to establish diplomatic relations with the People's Republic of China, but also to set up a joint venture, sign a FTA as a Top-20 world economy and most recently, be one of the founding members of the Asian Infrastructure Investment Bank.

The time has come to rise and celebrate your company's in China or Switzerland and to acknowledge the hard work and commitment shown by your dedicated company. Now comes the opportunity for your company to make History and also become an evident milestone of our thriving Sino-Swiss relations.

I therefore kindly invite you to participate in this second edition of the Sino-Swiss Business Awards in Beijing. Let your unique achievements be known by the Sino-Swiss business community and far beyond.

Let's celebrate your success!

Yours sincerely,



Bernhard Stefan
President of SwissCham Beijing

About the Sino-Swiss Business Awards

The Sino-Swiss Business Awards (SSBA) is an event organized by SwissCham China to thank companies for their achievements over the past years and to recognize their contribution to both the Swiss and Chinese business communities.

After a first successful edition in 2013, this is the second year that the Sino-Swiss Business Awards will be organized in Beijing. In six categories, the Awards will showcase individuals, companies and organizations which have achieved distinct results and demonstrated the highest level of commitment to the Sino-Swiss business community, Swiss foreign trade and the promotion of Switzerland in China and vice-versa.

The Sino-Swiss Business Awards are open to all fully or partially Swiss owned companies, individuals and organizations as well as to Chinese companies or organizations with a strong link to Switzerland.

Why enter the Sino-Swiss Business Awards?

The Sino-Swiss Business Awards offer the perfect platform to showcase your company's success, gain exposure and celebrate with your employees and the Sino-Swiss business community in Beijing. The different Award categories bring together businesses across all sectors and give you the opportunity to expand your network.

Why enter the Awards:

- Positive publicity for your company
- Media coverage: thanks to an exclusive planned partnership with key Swiss and Chinese media, the SSBA will benefit from a very interesting and qualitative coverage of the whole ceremony as well as a portrait of all the winners
- Stand out from the crowd
- Impress partners, clients, investors and competitors
- Join a network of outstanding organizations
- The profile of the finalists will be included in the event's dedicated webpage and brochure
- A short interview with the winners is published in The Bridge, SwissCham China's official business magazine.

A. Category: Innovation

In view of Switzerland's longstanding history and reputation with regards to creativity, innovation, and generating new ideas and technologies, it is no wonder that nowadays it is ranked amongst the top innovators in the world.

The Innovation category recognizes Swiss companies who have demonstrated excellence in introducing their Swiss innovation to the Chinese market.

The 2 awards of this category will reward:

1. **MNC Innovator**: a Swiss Multinational Company (MNC)
2. **SME Innovator**: a Swiss Small and Medium-Sized Enterprise (SME)

Awardees in both categories must show evidence of the following criteria:

- Successful development and introduction into the Chinese market of innovative products or procedures;
- Implementation of best practice with regards to advanced techniques and technologies into their China operations;
- A commitment to the development of the local talent;
- A contribution to the satisfaction of industrial and social needs;
- For the SME Awards: the SME category covers SME (less than 100 employees in China), start-up as well as individuals.

B. Category: Chinese Contribution to Switzerland

Switzerland is at the center of Europe and has a lot to offer to international investors, including good transport links to key markets, highly skilled workforce, advanced technology, state of the art infrastructure, and sophisticated financial services. As the Chinese economy continues to mature, Chinese enterprises are increasingly extending their global reach by investing abroad – also in Switzerland. Concurrently with this trend, a growing number of Chinese partners have contributed to boost and enrich the Sino-Swiss economic relations.

This category acknowledges Chinese companies or organizations which have successfully established themselves in Switzerland or have significantly participated to the promotion of the Sino-Swiss economic relations.

The 2 awards of this category will reward:

1. **Chinese Investor:** A remarkable Chinese investment in Switzerland
2. **Chinese Promoter:** A noticeable promotion of Sino-Swiss economic relations in China

1. **Chinese Investor - Awardees must show evidence of the following criteria:**

- Must be a Mainland Chinese company with a presence in Switzerland;
- The firm's headquarter must be in Switzerland;
- A good integration in the local market;
- A contribution to the satisfaction of industrial and social needs.

2. **Chinese Promoter - Awardees must show evidence of the following criteria:**

- Chinese company or organization;
- Demonstrates relevant contributions for the benefit of the development of the Sino-Swiss economic relations;
- Actively work to facilitate the establishment of Swiss companies in China.

C. Category: Outstanding Achievements

In order to celebrate the 65th Anniversary of the establishment of the bilateral relations between Switzerland and China, this category recognizes outstanding achievements, demonstrated leadership, and a lasting commitment to promoting the development of the Sino-Swiss economic relations. With these two awards, we like to honor companies or individuals who have persistently devoted themselves to the pursuit of such objectives and show our appreciation for the example they set for the rest of the community.

The 2 awards of this category will reward:

1. ***MNC Outstanding Achievements***: a Swiss Multinational Company (MNC)
2. ***SME Outstanding Achievements***: a Swiss Small and Medium Enterprise (SME)

Awardees in both categories must show evidence of the following criteria:

- Demonstrates relevant contributions for the benefit of the development of the Sino-Swiss economic relations;
- Has shown a persistent commitment over a longer period;
- For the SME Awards: the SME category covers SME (less than 100 employees in China), start-up as well as individuals.

Terms and Conditions

- Entries should be in English.
- All questions in the application form must be answered.
- Companies, organizations or individuals can enter in more than one category, but may only win in one category.
- The Jury may consider a nominee in a category other than that in respect of which it has nominated. Any decision of Jury with respect to categorization of a nominee will be final and not subject to review.
- The complete application form should be submitted to romain.barrabas@bei.swisscham.org no later than by **Tuesday 23 June 2015**.
- Each application will be judged by an independent Jury consisting of impartial representatives of the Swiss Embassy, Chinese official, media partner as well as the private sector and SwissCham. The judges' decision will be final. There will be no correspondence or discussions regarding their decision. The award winners will be chosen independently of existing sponsorship cooperation with SwissCham Beijing.
- The three shortlisted companies in each category will be personally notified and asked to provide us with some material to present their company during the award ceremony. This will include a 60 seconds video introduction about yourself or your enterprise.
- The entrants for the awards must be prepared to receive some media coverage.
- All information received for the application will be treated with confidentiality by SwissCham Beijing and the judges.
- The Sino-Swiss Business Awards organizers reserve the right to withdraw any award should it be discovered that the award-winning application contained incorrect information.
- The awards are not open to the Sino-Swiss Business Awards organizers, the event sponsoring companies (for the sponsored award category) and the members of the jury.
- By submitting your entry you accept the above terms and conditions.

Awards Ceremony

The Awards Ceremony Gala Dinner will take place on 28 September at the Rosewood Beijing. During the evening the winners will be pronounced and invited on stage to receive their award.

Contact Us

For more information about the Sino-Swiss Business Awards and sponsorship opportunities please contact **Mr. Romain Barrabas**, SwissCham Beijing Marketing & Events Manager at romain.barrabas@bei.swisscham.org or +86 10 8468 3982 ext. 182.

Sino-Swiss Business Awards Application Form*

Contact Person:	
Company Name:	
Position:	
Sector:	
Company Website:	
Email Address:	
Phone Number:	
Award Category:	
Award:	
<p>Please write a short text introducing your company, organization or individual to apply for the chosen award.</p>	<p>Please include a description of your operation in China or Switzerland. This may include:</p> <ul style="list-style-type: none"> - Vision and identity - Evolution of your key performance (sales, profit) - Future development plans in China or in Switzerland - Number of employees in China or in Switzerland - R&D investments, new products, service, process introduction (innovation) - Any other information you consider relevant for the jury to take into consideration.
<p>According to the chosen award, please reply shortly to <u>each</u> criteria (see in the description of the award).</p>	

* In the case the organization, company or individual wishes to enter a second category, thank you for filling in a second **Sino-Swiss Business Awards Application Form**.