

## China-Italy Chamber of Commerce Tourism Award 1<sup>st</sup> edition, 2016

# **Contact Information**

Compa	any Name:
	ss:
CEO/G	GM's Name Surname:
	et Person:
E-mail:	
Teleph	one:
Mobile	
Note: <u>bj.gala</u>	The form shall be downloaded, filled in and send back to <u>a@cameraitacina.com</u> by October 14 <sup>th</sup> , 2016 6 pm (Beijing Time).
Compa	any General Information
1.Year	establishedand number of employees
2.Estal	blished in (place):
3.Lega	I Entity:
	ary Industry (please select a maximum of two options): Advertising Food & Beverage Hotel/Accomodation Media & Communication Travel Management Company Other (please specify)
5.Awar	rds to apply for (multiple choice is allowed, maximum two options):
	Video making and visual arts: the Italian company that realised an effective and innovative communication project in order to promote Italy as a travel destination;
	<b>Press</b> : the Italian or Chinese magazine that developed a long-term editorial project to promote Italy as travel a destination;
	<b>Italian Cuisine</b> : the Italian company implementing a project for the promotion of the Italian F&B culture;
	<b>Promotion</b> : the initiative vertically integrating Italian companies that promote Italy as a travel destination;
	<b>New Media</b> : the Chinese company that developed a platform to describe Italy as a travel destination to the Chinese public.



6.Turnover and net operating profit of the company in 2015 (Euro for Italian-based company/RME for Chinese-based company):
Turnover
EBIT
7. How long (years) your company has been working within the Chinese market for?
8.How did your company business evolved last year?  Improved substantially Improved slightly Same Contracted slightly Contracted substantially
9.Markets your company operates into and % of net operating profit referred to the Chinese market.
10.Highlight in maximum 300 words the thoughts behind your activity/project/campaign, including how and why this is innovative and how your business/ltaly's image would benefit from it.
11.Italian/Chinese partners you have been cooperating with.
12.Do you plan further investment for the Chinese market in 2017?  ☐ Yes ☐ No
13.Highlight in maximum 300 words your strategy for the promotion of Italy towards the China market/Chinese travellers.



	are gaps and shortcomings you see in your field of expertise concerning the image of Italy the Chinese market and propose any projects/opportunities you would be interested into ating.
	<del>-</del>
15.Inte	rested in sponsoring the awards ceremony? Supporting: RMB 88,000.00 Diamond: RMB 60,000.00 Gold: RMB 45,000.00
	Silver: RMB 25,000.00

Sponsorship opportunities will be advertised from September 12<sup>th</sup> on CICC website. Please contact  $\underline{bj.gala@cameraitacina.com}$  for more information.



# **Policy**

#### Right of use:

You understand, acknowledge and agree to share your activity/project/campaign materials (i.e. audio, video, pictures, articles, web contents, brochures etc.) with CICC for the purposes of the promotion of the Award during the Awards ceremony.

## Confidentiality note:

CICC guarantees that all contents hereby received shall be kept confidential, and disclosed to the knowledge of the Judging Panel/Jury only, for examination and selection purposes.

## **Application Terms & Conditions:**

The application is to be sent as an attachment to <u>bj.gala@cameraitacina.com</u> by September 30<sup>th</sup>, 2016 6 pm (Beijing Time).

Any documents which the applicant might deem useful to further sustain his nomination should be included into the application in order to be considered by the Judging Panel/Jury.

**Date** 

**Signature** 

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