

# Italian Grand Gala Panda d'Oro Award



**9<sup>th</sup> Edition**

**Saturday, 9<sup>th</sup> June 2018**

**The Ritz-Carlton Shanghai, Lujiazui  
- *Nostalgic Moments of Modern Shanghai* -**

Awarding Ceremony of the Italian companies realizing the best performances in China  
(9th edition)

Organized by the China-Italy Chamber of Commerce, in cooperation with Fondazione Italia-  
Cina, since the first edition sponsored by the Italian Ministry of Foreign Affairs and  
International Cooperation, the Ministry of Economic Development and the Embassy of Italy in  
China.



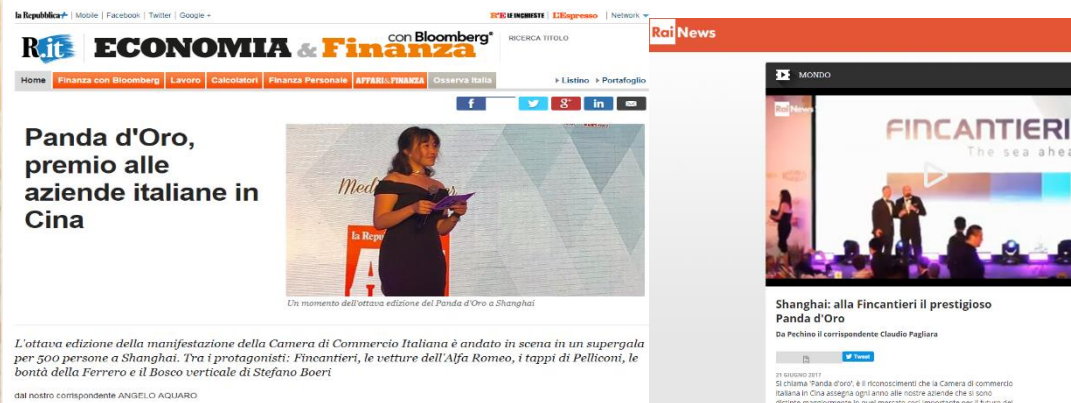
Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

# 8<sup>th</sup> Edition 2017, what happened the last year...

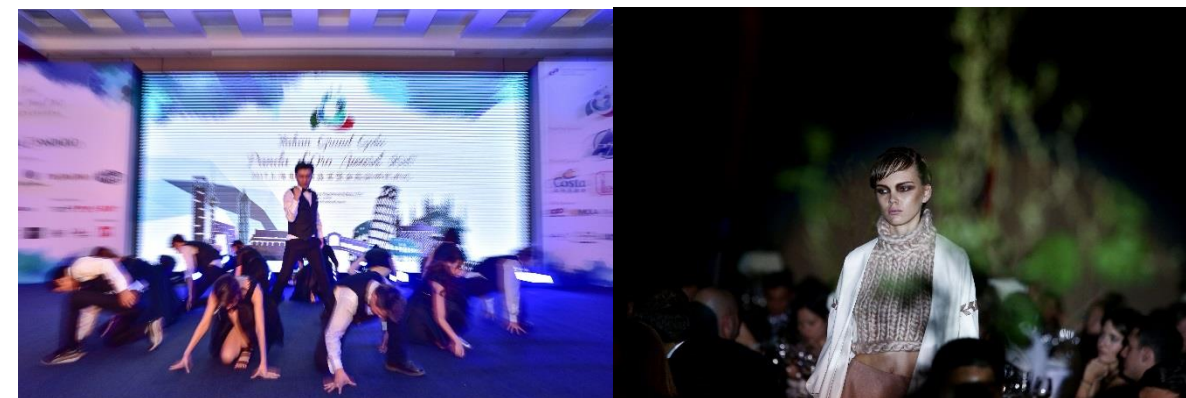
## Panda Prizes for the best Italian Companies in China



### Media Coverage



### Entertainment





# How to participate at the Gala

- **Apply to win one of the Awards (deadline 27<sup>th</sup> April)**  
**[Download the Application Form](#)**
- **Sponsor the event**  
**(sponsorship packages, raffle, lucky draw, goodie bags)**  
**[Download the Application Form](#)**
- **Book a corporate table or single tickets**

## 2017 Sponsors

### Main Sponsors



### F&B and Technical Sponsors



# 2018 Awarding Categories

• *The Italian Company which achieved the most relevant growth within the Chinese market in 2017 and plans further investments in 2018/2019.*

## 1. "Panda d'Oro-Cina" Award



• *The Italian Company which implemented the most effective strategy to promote the Italian way of life in China.*

## 2. "The Italian Way" Panda Award



• *The Italian or Chinese Company involved in projects aimed at increasing connectivity along the new Silk Road.*

## 3. "The Silk Road" Panda Award



• *The Italian Company which introduced a structured and effective digital strategy to support its business in China.*

## 4. "The Strategy and Promotion" Panda Award



• *The Italian SME which mostly increased its productivity and competitiveness in China.*

## 5. "The Best Italian SME in China" Panda Award



• *The Italian company which has invested in research and technological development in China*

## 6. "The Innovation" Panda Award



• *The Chinese company that has contributed most to the activities of the CCIC and has maintained strong cooperative relations with Italy.*

## 7. "The Friendship" Panda Award



• *The Italian company that has distinguished itself for the best approach and implementation of eco-compatible business solutions and sustainable development initiatives.*

## 8. "The Ethic" Panda Award



# Sponsorship Packages Benefits

	CORPORATE TABLE (10 seats)	LOGO ON EVENT COMMUNICATION MATERIAL AND BACKDROP	RAFFLE TICKETS (Number)	LOGO ON NEWSLETTER	LOGO IN CICC EMAIL SIGNATURE	TICKETS BEIJING GALA DINNER (November)	VOUCHER FOR A CICC SEMINAR PARTICIPATION	CICC EVENT ORGANIZATION DISCOUNT
<b>SILVER SPONSOR</b> <i>RMB 35,000</i>	Standard position	Small	10	1 month	/	½ price	1	10%
<b>GOLD SPONSOR</b> <i>RMB 45,000</i>	Central position	Medium	15	2 months	/	1	1	15%
<b>DIAMOND SPONSOR</b> <i>RMB 60,000</i>	Primary position	Big	20	3 months	1 month	2	2	50%
<b>SUPPORTING SPONSOR</b> <i>RMB 88,000</i>	VIP position	Maxi	25	3 months	1 month	3	3	Free

## Supporting Sponsors will benefit also of:

- Company speech on the stage or Promotional stand in the foyer during the gala
  - Promotional CICC WeChat Account Publication
    - Logo on each table
  - Free use of our Meeting Rooms for half day
    - Promotional Totem during the gala





# Lucky Draw, Goodie Bags Sponsor

Promote your products and activities



**Logo** visibility during the event;

**Thanks** by the MC on the stage during the Gala;

**Advertisement** on Newsletter (3 months), only for lucky draw prizes with value above 5,000 RMB.

**The top three prizes (selected by value) will be delivered on stage by the Company representative**

# Call for Products Sponsor

**Sponsor your products, promote your brand!**



## Lucky Draw (deadline 16<sup>th</sup> May)

- **Benefits:**
  - Top three prizes delivered on the stage (selected according to their value)
  - Logo on CICC e-newsletter (prize value > 5000 RMB)
  - Logo on the lucky draw tickets, event totems and projected during the event

## Goodie Bags (deadline 16<sup>th</sup> May)

- **Benefits:**
    - Logo on event totems
    - Logo projected during the event
- (Required quantity: 500/550 gifts)

## F&B Sponsors (deadline 16<sup>th</sup> May)

- **Benefits:**
  - Logo on all the communication material (only for full product sponsorships, +500 guests)
  - Products corner in the foyer during the event (depending on the sponsorship level)



**Info & RSVP: [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com)**



# Panda d'Oro in Numbers

Since **2010**

Until today **9** editions

**500+** guests

A total of **70** awarded companies

**400 +**  
lucky draw prizes

**45** category awards





# Bookings



- **Corporate Table (with logo, 10 pax): 12,000 RMB**
- **Member ticket: 1,200 RMB**
- **Non-Member ticket: 1,400 RMB**

**RSVP:** [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com)

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