



# General Rules of Participation in the Award Ceremony

Panda d'Oro Gala Awards 2024  
*13<sup>th</sup> Edition*

## 1) MAIN EVENT DETAILS

- **NAME:** Panda d'Oro Awards
- **DATE:** June 15<sup>th</sup>, 2024
- **LOCATION:** Shanghai.
- **FORMAT:** Awarding ceremony embedded in a formal seated dinner
- **AWARDS:**
  - i. Fine reproduction of a panda bear, coming in different colors for each category
  - ii. Formal award presentation, on stage, with brief Company introduction
  - iii. On stage brief interview with representatives of the winning companies
  - iv. Highlights of the gala posted on the official CICC website and social media

### **Background**

Established in 2010, *Premio Panda d'Oro* is the **highest award recognized** by the China-Italy Chamber of Commerce (CICC) to those Companies, Members of CICC, and Friends of CICC, whose business strategies have seized opportunities and achieved remarkable results during the previous year, strengthening the development of business relationships between Italy and China.

Submitting your projects can help your business gain recognition and establish yourself as a responsible leader in your respective industries and categories of distinction.

### **Reasons to apply for the Awards:**

- Increase your visibility by showcasing your best initiatives and demonstrating your added value to the Italian community in China;
- Show pride in your achievements and motivate your stakeholders and employees;
- Meet high-level representatives from all industry sectors;
- Help your business gain recognition and establish yourself as a responsible leader in your respective industries;
- Benefit from extensive media and industry coverage for your company



### **The 2024 edition**

As it was for the 2023 edition, the 2024 one promises to be another memorable event, with new prices, new players, and new ideas, while still guaranteeing the same touch of Italian quality!

The *Panda d'Oro Awards* will be presented in Shanghai during a high-profile Award Ceremony, which will be attended by the Sino-Italian business community, representatives from Italian and Chinese authorities, and the media.

### **Eligibility**

**The contest is OPEN ONLY to active Members or Friends of the China-Italy Chamber of Commerce.**

For those Companies which have not renewed their membership yet or are willing to join the CICC, and submit their candidacy for one of the Panda d'Oro Awards, please contact [infoshanghai@cameraitacina.com](mailto:infoshanghai@cameraitacina.com). **The window will be kept open till June 3rd.**

The participation in the competition to win one of the awards is **free of charge**. However, in order to attend the Awarding Ceremony on 15 June at the W hotel in Shanghai, it is necessary to buy a ticket. Moreover, it is also possible to buy a corporate table or sponsor the event.

If you have any questions, please do not hesitate to contact us at [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com).

### **2) ACTIVITY PLANNING:**

- **May 8<sup>th</sup>:** Launch of the contest “Apply to be awarded”. **Deadline: June 3rd.**
- June 4th: Contestants’ list to be sent by CICC to the Selection Committee.
- June 6th: Selection Committee’s feedback about the final nominees.
- June 7th: President of the Judging Panel to call for the final vote.
- **June 10th:** Judging Panel’s feedback about the winners.
- June 15th: Awarding Ceremony in Shanghai.

*Note: The above schedule might be modified to cope with unforeseen events.*

### **3) NOMINATION & AWARDS:**

#### **Nomination and Selection Procedure**

##### **3.1 Application Submission (May 8<sup>th</sup>- June 3rd)**

Contestants are to e-mail (as an attachment) the “**application form**” duly filled in each part to CICC ([sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com)) **by June 3rd, 2024 h. 18:00 Beijing time.**

**In order to submit your application please send the following material:**

- 1. Application Form**
- 2. Company logo (JPG and AI format)**
- 3. Short promotional video of your company (1 min)**

Optionally, you can add reference material as an attachment to the same email.

The “application form” and any other additional reference materials provided, including financial information, shall not be modified at a later stage.



### **3.2 Delivery of the Contestants' list to the Selection Committee (June 4<sup>th</sup>)**

Any information on the "application form" or on additional materials shall entail immediate exclusion from the selection process. CICC shall timely notify the interested contestant.

Contestants' information shall be kept strictly confidential by CICC, and the Selection Committee (see section 4).

The Selection Committee has the right to evaluate the information provided as it deems appropriate. That is, by resorting to media reports and statistics as well as by interacting directly with contestants themselves.

### **3.3 Selection Committee's feedback about the final nominees (June 6<sup>th</sup>)**

The Selection Committee shall submit its evaluation report including final nominees and recommendations to the President of the Judging Panel by **June 6<sup>th</sup>**.

All information regarding the work and the content of the evaluation report shall be kept strictly confidential.

### **3.4 President of the Judging Panel calls for the final vote (June 7<sup>th</sup>)**

### **3.5 The Judging Panel casts its final vote (June 10<sup>th</sup>)**

The decision of the Judging Panel shall be considered final and irrevocable.

### **3.6 Awarding Ceremony in Shanghai (June 15<sup>th</sup>)**

Winners shall be publicly announced and awarded during the Awarding Ceremony Night 2024 in Shanghai.

## **4) SELECTION COMMITTEE**

The Selection Committee shall be composed of two CICC Board Members, selected by CICC's Chairman.

### **Judging Panel:**

The Judging Panel shall be composed of **twelve members**, as specified below:

1. Ambassador of Italy in China (Honorary President) (\*)
2. Consul General of Italy in Shanghai (\*)
3. CICC Chairman (President)
4. Italian Trade Commissioner in Beijing (\*)
5. President of Fondazione Italia-Cina
6. CICC Vice-Chairman Beijing
7. CICC Vice-Chairman Shanghai
8. CICC Vice-Chairman Guangzhou
9. CICC Vice-Chairman Chongqing
10. CICC Board Member Jiangsu
11. Representative of the Chinese side, managing relationship with Italy (TBD)
12. Winners of Panda d'Oro Award from last three editions

(\*) can delegate a senior member of the diplomatic or trade mission in China



**Notes:**

Should anyone of the above Members not be available, the Chairman of CICC, who is President of the Judging Panel, shall appoint other Judge/s.

The Secretary General of CICC shall be the Secretary of the Judging Panel.

**5) APPLICATION FORM**

A dedicated application form has been drafted in order to collect relevant information and data about contestants, thus enabling an appropriate and correct evaluation of their results.

The CICC together with the elected Judging Panel shall provide their expertise and advice to guarantee the effectiveness and fairness of the selection process.

**6) AWARD CATEGORIES**

Prizes are aimed at recognizing efficiency, best practices, and remarkable results of Italian Companies which have investments and a meaningful presence in China and of Chinese Companies that have investments and a meaningful presence in Italy.

The awarding ceremony shall involve local media in order to raise awareness about Italian business in China.

**A total of ten prizes (8+ 2) shall be awarded based on the guidelines detailed below.**

Each prize is going to be awarded to one Italian company, as a member of the China-Italy Chamber of Commerce, for a total of eight prizes.

**-Italian companies may apply for a maximum of two award categories.**

**-Two final awards will be presented to Chinese companies that have best contributed to favourable economic growth for both countries.**

**Award Categories 2024 - evaluating 2023 performances:**

**For Italian companies:**

1. **Panda Panda d'Oro Award:** the iconic award of the evening, dedicated to the Italian company that invested the most in the Chinese market during 2023. A) The Italian investment of the year and B) the investment of a small and medium enterprise that has increased its competitiveness in the Chinese landscape will be rewarded;
2. **Destination Italy Award:** dedicated to the Italian company that has best promoted Italy as a destination for tourism, sport tradition or cultural heritage;
3. **Service Provider Award:** dedicated to the company that, through the provision of services, has best supported enterprises and/or individuals in China (e.g. protection of intellectual property, personal support, financial services, logistics, etc.);
4. **Innovation Award:** dedicated to the Italian company that has invested most in innovation, research and technological development, bringing innovative ideas, products or processes to the Chinese market, contributing to the growth of its sector or exploiting existing approaches in a new and creative way;



5. **Italian Excellence Award:** dedicated to the Italian company that has been most effective in representing the excellence of Made in Italy in Luxury Living, Fashion, Luxury and Premium Goods, Lifestyle, Design, Retail and Digital;
6. **Italian Taste Award:** dedicated to the company that has made itself the ambassador of Italian food and wine excellence on the Chinese market and has succeeded best in conveying the concept of Italian "hospitality", promoting genuine and authentic products;
7. **Environmental, Social and Governance (ESG) Award:** dedicated to the Italian company that has distinguished itself for sustainable development, implementing strategies which had a real impact on business, society and environment. The objective is to reward not only companies that have implemented initiatives with a significant impact on the environment, but also those who have promoted and maintained diversity, equity and inclusion by closing gaps in access, achievement or opportunity regardless of gender, ethnicity or background, and companies that have demonstrated the best way to develop talent through dedicated professional programmes and put people at the centre of their company policy, promoting a healthy work-life balance, and garnering loyalty and motivation;
8. **Turnaround Award:** dedicated to the Italian company that successfully faced a particular critical moment, making improvements through effective operations, with solid management and achieving greater stability and profitable results;

**For Chinese companies:**

9. **Chinese Investor in Italy Award:** dedicated to the Chinese company that has most successfully invested in Italy;
10. **Marco Polo Award:** dedicated to the Chinese company that has done the most to deepen or create a partnership with Italian companies in China, contributing to the economic growth of both countries.

## **7) SPONSORSHIPS**

The participation in the competition to win one of the awards is free of charge. However, in order to attend the Awarding Ceremony on 15 June at the W hotel in Shanghai, it is necessary to buy a ticket. Moreover, it is also possible to buy a corporate table or sponsor the event. If you have any questions, please do not hesitate to contact us at [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com).

Shanghai, May 27<sup>th</sup>, 2024  
CICC