

Application Form Panda d'Oro Award 2018 9th Edition

COMPANY NAME:

ADDRESS:

CEO/GM NAME:

CONTACT (E-MAIL AND PHONE):

Send back to sh.gala@cameraitacina.com by 3rd May 2018 h. 18:00

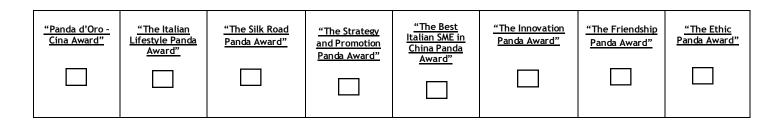
1. Year of company establishment: ____

2. Company field:

Advertising services	Insurance services	
Architecture/ interior design/ industrial design	IT / internet services	
Automotive / automotive parts and accessories	Leather products, shoes, leather accessories	
Banking / financial services	Logistics / forwarding services	
Chemical	Machinery for food industry	
Construction / building materials	Machinery for heavy industry	
Consulting, legal services	Machinery for textile industry	
Electric / electronic products	Metallurgy industry	
Energy supply	Other Machinery	
Engineering	Packaging	
Exhibition organizers	Sales & Marketing Services	
Food & Beverage	Textile, garments, fashion	
Furniture	Trading / import - export	
Hotels / restaurants	Travel / tourism	
Human resources	Other (please specify)	



3. Award category application (multiple choice is allowed)







4. Turnover and margins of the company established in China (or parent company in Italy) in the last year, in RMB.

Turnover

Net Operating Profit (EBIT)

5. What percentage of the total product/services in 2017 did the Chinese/ Italian firm sell to Italy/China?

Countries 2017 % of export China Italy Total Exports 100%

6. Which of the following legal entity has your Company established in China/Italy?

2017

	N. of entities in 2017	Year of establishment	Number of employees
Wholly foreign-owned enterprise			
Representative office			
Joint venture			
Regional/branch office			
Regional headquarters			
R&D centre			
Holding company			
Foreign-invested company limited by shares			
Other (please specify)			

7. Total amount invested in China/Italy (stock of investments since first market entry), indicate the amount in RMB:

8. Total amount invested in China/Italy in the last year (2017), indicate the amount in RMB:



9. Total amount (value of products/services) exported to China/Italy in the last year (2017), indicate the amount in RMB:

Improved substantially		Improved slightly		Remained the same		Contracted slightly		Contracted substantially	
11. Does your cor Specify which are					-			Yes 🗌 No 🗌	
12. Is your compa Promotion of A		rating in one	of belo		entat	ion of CSR value	s		
Italy	• • • •						-		
Describe your pro	ject nig	gnughting ma	ain activ	vities in selected	areas				
13. Please outli	ne the r	nain steps of	your b	usiness strategy	towar	ds China.			

Specific questions for categories:

14. If you apply for "*The Italian Lifestyle Panda Award*", please list the activities and strategies that your company used to promote the Italian Lifestyle in China in terms of products, activities and perception.



15. If you apply for "*The Silk Road Panda Award*", please describe relevant activity projects that you have been promoting or you have been involved with, along the new Silk Road.

16. If you apply for "*The Strategy and Promotion Panda Award*", please list the communication activities and digital campaigns that successfully help your company grow in China.

17. If you apply for "*The Friendship Panda Award*", please list your previous cooperation with Italian companies and/or relevant activities/projects run in Italy.

18. If you apply for "*The Innovation Panda Award*", please list the investments in innovation and in technology that you introduced in China.

19. If you apply for "*The Ethic Panda Award*", please list your approach and the innovation you are adopting to develop your business in China in sustainable and ethic way.

Confidentiality note:

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

Application Terms & Conditions:

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 Jury.

Date

Signature