



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

# Panda d'Oro 2023

ITALIAN GALA AWARDS 12<sup>th</sup> EDITION

JUNE 10<sup>TH</sup>

@ W SHANGHAI – THE BUND





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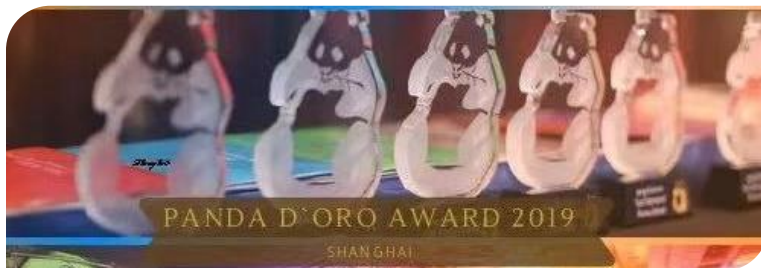
## **W Shanghai – The Bund Gala Venue**

# About Panda d'Oro

Established in 2010, *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.

The event gathers up to **five hundred guests** among the Sino-Italian business community, representatives from Italian and Chinese authorities, and the media. During the event, the CICC recognizes and **awards on stage** the Italian companies that have distinguished themselves during the previous year for investment, growth, resilience, and innovation on Chinese territory .

This year, a total of **ten prizes** shall be awarded to the candidate companies. 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 nine prizes. One final award will be presented to a Chinese company that has best contributed to favorable economic growth for both countries.



**Gala Motto**



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*The roots of innovation :  
the Renaissance of  
Made in Italy*





# Past Panda d'Oro



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2014



2015

Italian Grand Gala  
Panda d'Oro Award  
2015 上海意大利盛宴暨金熊猫颁奖典礼



2017



2018



2019



2021



# Award Categories 2023

## Business evaluation of the year 2022

1. **Panda d'Oro Award:** the company has stood out for investments and economic growth performance
2. **Best Italian SME Award:** most significant improvement and greater competitiveness
3. **Resilience Award:** the company has maintained solidity and achieved success despite turbulence
4. **Crisis Management Award:** the company successfully responded to a crisis in terms of actions
5. **Made in Italy Award:** the company has represented Italian excellence driving interest in it. quality
6. **Innovation Award:** meaningful investments toward innovation, research, and technological development
7. **Outstanding CSR Award:** social and environmental projects successfully implemented
8. **Education Award:** talents development through designated programs
9. **Best Place to Work Award:** people-centered corporate culture, healthy work-life balance



10. **Friendship award:** success achieved through bilateral cooperation between the countries



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# Panda d'Oro 2021



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## Food & Drink stations Panda d'Oro 2021







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# Gallery of the Gala Edition 2021

## PHOTO GALLERY

The QR code links to the whole gallery of pictures shot during the last edition.





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# Sponsorship Packages



In-Kind



Financial



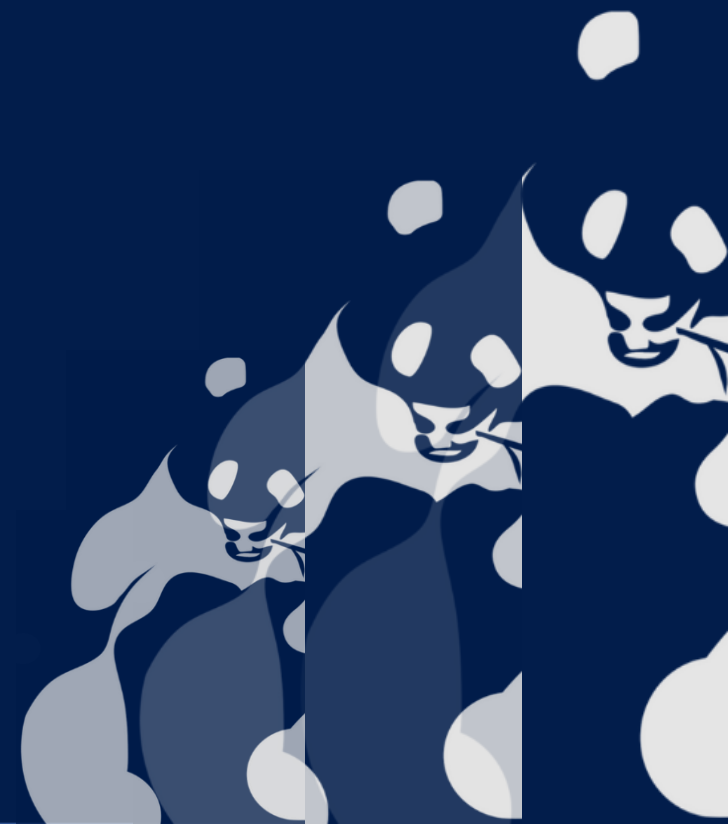


# *In-Kind Sponsorship*



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- 1) Food & Beverage
- 2) Lucky Draw
- 3) Goodie Bags







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## Benefits

# 1. Food & Beverage

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### **Benefits Pre-Event**

- Digital exposure during promotional period on CICC channels (WeChat, website, LinkedIn)

### **During Event Benefits**

- Logo on backdrop
- Company introduction on booklet
- Products display and tasting in the foyer
- Products display of water and wine sponsor on stage
- Acknowledgment on stage

### **After Event Benefits**

- 1 Mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (18,000 contacts)



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## Benefits

# 2. Lucky Draw

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### **Benefits Pre-Event**

- Digital exposure during promotional period on CICC channels (WeChat, website, LinkedIn)

### **During Event Benefits**

- Logo on backdrop
- Logo and company introduction of top 3 prizes on booklet
- Logo on Lucky draw tickets
- Products display in the foyer
- Acknowledgment on stage
- Top 3 prizes delivered on stage (according to the value)

### **After Event Benefits**

- 1 Mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (18,000 contacts)
- 3 Months online on CICC newsletter and on CICC website of the top prizes



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Benefits

## 3. Goodie Bags

### Benefits Pre-Event

- Digital exposure during promotional period on CICC channels (WeChat, website, LinkedIn)

### During Event Benefits

- Logo on backdrop
- Logo on booklet
- Products display in the foyer
- Acknowledgment on stage

### After Event Benefits

- 1 Mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (18,000 contacts)

### Requirements

- It is necessary to provide the full amount of grants demanded, a partial provision will not be accepted





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# Financial Sponsorship Packages

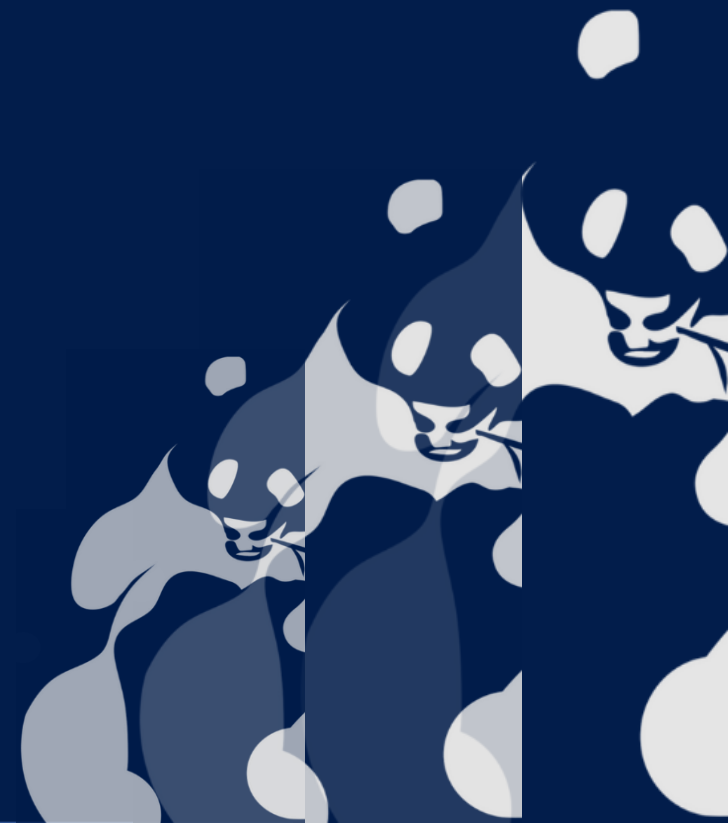




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# Sponsorship Packages

- 1) **Bronze Sponsor**  
**30,000 RMB**
- 2) **Silver Sponsor**  
**45,000 RMB**
- 3) **Gold Sponsor**  
**60,000 RMB**
- 4) **Platinum Sponsor**  
**90,000 RMB**





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## Benefits

# Bronze Sponsor

## 30,000 RMB

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### Benefits Pre-Event

- Digital exposure during promotion period on CICC channels (WeChat, website, LinkedIn)

### During Event Benefits

- 5 free tickets (value 10,000 RMB) in Bronze location
- Company small logo display on main KV elements (i.e. backdrop, invitation ticket, lucky draw ticket, signage board, booklet)
- Brief company intro on booklet
- Acknowledgment on stage
- 5 Lucky draw tickets

### After Event Benefits

- 3 Months company logo on CICC newsletter and on CICC website
- 1 Mention on the post event online report by Media Partners (subject to media final confirmation)
- Logo exposure in event recap video
- 1 Mention in CICC post event review and thank you note
- 10% Discount on CICC event organization
- 1 Free voucher for a CICC seminar





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# Benefits

## Silver Sponsor

### 45,000 RMB

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### Benefits Pre-Event

- Digital exposure during promotion period on CICC channels (WeChat, website, LinkedIn)

### During Event Benefits

- 1 Corporate table with 10 seats in Silver location (value 20,000 RMB)
- Company medium logo display on main KV elements (i.e. backdrop, invitation ticket, lucky draw ticket, signage board, booklet)
- Half page of company introduction on event's booklet
- Acknowledgment on stage
- Company branded gadgets in the goodie bags
- 10 Lucky draw tickets

### After Event Benefits

- 6 Months company logo on CICC newsletter and on CICC website
- 1 Mention on the post event online report by Media Partners (subject to media final confirmation)
- Logo exposure in event recap video
- 1 Mention in CICC post event review and thank you note
- 1 WeChat post on CICC official account (18,000 contacts)
- 30% Discount on CICC event organization
- 2 Free vouchers for CICC seminars
- 1 Free ticket for *Notte in Galleria* in Beijing



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## Benefits

# Gold Sponsor

## 60,000 RMB

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### Benefits Pre-Event

- Digital exposure during promotion period on CICC channels (WeChat, website, LinkedIn)

### During Event Benefits

- 2 Corporate tables with 20 seats in Gold location (value 40,000 RMB)
- Company big logo on main KV elements (i.e. backdrops, invitation ticket, lucky draw ticket, signage board, booklet)
- 1 Page Company introduction on event's booklet
- Acknowledgment on stage
- Company branded gadgets in the goodie bags
- Company backdrop
- 20 Lucky draw tickets
- Company's products display in the event venue (subject to final confirmation by CICC)

### After Event Benefits

- 9 Months company logo on CICC newsletter and on CICC website
- 1 Mention on the post event online report by Media Partners (subject to media final confirmation)
- Logo exposure in event recap video
- 1 Mention in CICC post event review and thank you note
- 2 WeChat posts on CICC official account (18,000 contacts)
- 1 Media focused report (subject to final confirmation)
- 1 Media interview with event's invited Media (subject to final confirmation)
- 60% discount on CICC event organization
- 3 Free vouchers for CICC seminars
- 2 Free tickets for *Notte in Galleria* in Beijing



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## Benefits

# Platinum Sponsor

## 90,000 RMB

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## Benefits Pre-Event

- Digital exposure during promotion period on CICC channels (WeChat, website, LinkedIn)

## During Event Benefits

- 2 Corporate tables with 20 seats in Platinum location (value 40,000 RMB)
- Company maxi logo display on main KV elements (i.e. backdrops, invitation ticket, lucky draw ticket, signage board, booklet)
- 2 Pages Company introduction on event's booklet
- Company branded gadgets in the goodie bags
- 25 Lucky draw tickets
- Company backdrop
- Video projection on stage screen OR 2-minutes speech
- Company products display in the event venue (subject to final confirmation by CICC)

## After Event Benefits

- 12 Months company logo on CICC newsletter and on CICC website
- 1 Mention on the post event online report by Media Partners (subject to media final confirmation)
- Chance to give a speech on stage OR projection of a 2-minute corporate video on the stage screen
- 1 Mention in CICC post event review and thank you note
- 2 WeChat posts on CICC official account (18,000 contacts)
- 1 Promotional EDM (up to 5000 contacts)
- 2 Media focused reports (subject to final confirmation)
- 1 Media interview with event's invited Media (subject to final confirmation)
- Free CICC event organization
- 3 Free vouchers for CICC seminars
- 3 Free tickets for *Notte in Galleria* in Beijing

# Thank You



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