



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

Application Form  
Panda d'Oro Award 2018  
*9th Edition*

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COMPANY NAME:

ADDRESS:

CEO/GM NAME:

CONTACT (E-MAIL AND PHONE):

Send back to [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com) by 3rd May 2018 h. 18:00

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1. Year of company establishment: \_\_\_\_\_

2. Company field:

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



# Camera di Commercio Italiana in Cina

## 中国意大利商会

### China-Italy Chamber of Commerce

3. Award category application (multiple choice is allowed)

<u>"Panda d'Oro - Cina Award"</u>	<u>"The Italian Lifestyle Panda Award"</u>	<u>"The Silk Road Panda Award"</u>	<u>"The Strategy and Promotion Panda Award"</u>	<u>"The Best Italian SME in China Panda Award"</u>	<u>"The Innovation Panda Award"</u>	<u>"The Friendship Panda Award"</u>	<u>"The Ethic Panda Award"</u>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 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 Lifestyle 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 implemented a Corporate Social Responsibility engaged in actions that go beyond the interests of the firm and the law requirements.*

8. "The Ethic Panda Award"





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

	2017
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?

	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:

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

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# Camera di Commercio Italiana in Cina

## 中国意大利商会

### China-Italy Chamber of Commerce

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

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10. How did your company's production in China/Italy change in 2017 compared to 2016?

Improved substantially  Improved slightly  Remained the same  Contracted slightly  Contracted substantially

11. Does your company plan to increase investments in China/Italy in 2018-19? Yes  No   
Specify which are forthcoming plans, and the amount of budgeted investments in RMB.

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12. Is your company operating in one of below areas?

Promotion of Made in Italy  Implementation of CSR values

Describe your project highlighting main activities in selected areas.

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13. Please outline the main steps of your business strategy towards China.

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**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.

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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.

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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.

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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.

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

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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.

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#### **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:**

The application is to be sent as an attachment at [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com) **before 3<sup>rd</sup> May 2018, h. 18:00.** 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**

**Company Chop**