



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

Saturday, June 13th, 2015
Jing An Shangri-La, Shanghai



2015 Edition

Italian Grand Gala Panda d'Oro Award

2015 上海意大利盛宴暨金熊猫奖颁奖典礼



Premio Panda d'Oro 2015 Edition

Jointly organized by the China-Italy Chamber of Commerce and the Fondazione Italia-Cina, sponsored by the Italian Ministry of Foreign Affairs, the Ministry of Economic Development and the Embassy of Italy in China, the “Panda d’Oro Award - 6th Edition” will award those Italian companies that most contributed to the development and consolidation of economic bilateral relations between the two countries.

The Grand Gala is a unique event that gathers entrepreneurs and representatives from both Chinese and Italian institutions, largely taken up by the Italian and Chinese Press. This event represents a great opportunity to promote Made in Italy and Italian lifestyle in China.

The awarding ceremony will be held in Shanghai on June 13th, 2015 during the Italian Grand Gala, a seated gala dinner with music and entertainment.



2015 Awards

“Panda d’Oro-Cina” Award

The Italian Company which has achieved the most relevant growth within the Chinese market in 2014 and plans further investments in 2015/2016.

“The Best Project Panda” Award

The Italian Company which implemented the best project to promote the “Made in Italy” brand in China.

“The Time-honoured Panda” Award

The Italian Company which boasts a long-established reputation within the Chinese market.

“The 2015 Milan EXPO Panda” Award

The Italian or Chinese Company which excelled for its engagement and contribution to the 2015 Milan Expo.



2015 Awards

“The Best Italian SME” in China Panda Award

The Italian SME which mostly increased its productivity and competitiveness in the industrial sector in China.

“The Innovative Panda” Award

The Italian entrepreneur whose idea turned into a successful startup business in China.

“The Friendship Panda” Award

The Chinese company with a remarkable commitment towards CICC activities and a long-standing relationship with Italy.

“The Ethic Panda” Award

The Italian Company characterizing itself for the best approach and implementation of CSR values and/or for its engagement in enterprise social learning.



Sponsorship Packages

Take the chance to advertise your company and business, reaching more than 5000 contacts among both Chinese and Italian business communities.

Supporting Sponsor

RMB 88,000

Diamond Sponsor

RMB 50,000

Gold Sponsor

RMB 40,000

Silver Sponsor

RMB 30,000



Sponsorship Packages	Supporting RMB 88,000	Diamond RMB 50,000	Gold RMB 40,000	Silver RMB 30,000
Corporate table for 10 pax				
in VIP position	✓			
in primary position		✓		
in central position			✓	
in standard position				✓
Logo and Company overview on Gala Booklet				
Maxi	✓			
Big		✓		
Medium			✓	
Small				✓
Raffle Tickets				
25 Raffle tickets	✓			
20 Raffle tickets		✓		
15 Raffle tickets			✓	
10 Raffle tickets				✓
Benefits on the Gala evening				
Promotional stand at the foyer of the Grand Gala	✓			
Company's representative on stage to introduce the Company (5 minutes)	✓			
No. 2 tickets for the CICC Beijing Gala Dinner (December 2015)	✓	✓		
Honorable mention as Supporting Sponsor by CICC Chairman	✓			
Special thank by the MC	✓	✓	✓	✓



Sponsorship Packages	Supporting RMB 88,000	Diamond RMB 50,000	Gold RMB 40,000	Silver RMB 30,000
Advertisement & Communication materials				
Media Coverage	✓			
Logo exposure on e-Newsletter and on CCIC Informa (respectively, 3 and 24 issues)	✓			
Logo exposure on e-Newsletter and on CCIC Informa (respectively, 3 and 8 issues)		✓		
Logo exposure on e-Newsletter and on CCIC Informa (respectively, 2 and 4 issues)			✓	
Logo exposure on e-Newsletter and on CCIC Informa (respectively, 1 and 2 issues)				✓
Logo on Event Backdrop and Invitation				
Logo exposure on all adv. materials of the event as "SUPPORTING SPONSOR"	✓			
Maxi logo	✓			
Big Logo		✓		
Medium Logo			✓	
Small Logo				✓
Logo display on table	✓	✓	✓	✓
Discount on CICC services				
One free of charge advertising/marketing service provided by CICC	✓			
30% discount for the Chamber's organization of a Company's event/seminar	✓	✓		
10% discount for the Chamber's organization of a Company's event/seminar			✓	
5% discount for the Chamber's organization of a Company's event/seminar				✓

Raffles

After the awarding ceremony, the guests will enjoy the possibility to win a prize by taking part to a lucky draw.

CICC can grant visibility depending on the value of the prizes:

Under 5000 RMB

- Logo projected during the night
- Logo published on the booklet
- Thanks by the MC during the Gala

Above 5000 RMB

- Logo projected during the night
- Logo published on the booklet
- Thanks by the MC during the Gala
- Logo printed on the Raffle Tickets (only for the first, second and third prize)
- Advertisement on CICC E-Newsletter for 3 months or advertisement on CICC Informa - ADV Logo Banner for 2 issues



Event Goodie Bags



The little treat you get after attending an event full of small surprises. The goodie bags can be the best instrument to promote your products and growing business.

Everyone loves free samples that are obviously more apt to try your company's products.

Goodie bags offer a great opportunity to showcase a sponsor's products and remind your attendees how much you appreciate their support.

Promote your brand during the Gala, do not miss this perfect window to boost your business!



Media Coverage

Past editions of the Panda d'Oro received a broad media coverage both in Italy and China. Join to benefit from this comprehensive news coverage!



...tributed the most to developing and strengthening bilateral economic relations between China and Italy. Mr. Cutrupia, Chairman of the China-Italy Chamber of Commerce, who presided over the evening panel commented after the event, "I was glad to see so many distinguished guests and companies competing for the Panda Award 5th Edition. The presence of distinguished guests displays the successful cooperation among the organizers and the high value of the Award. During the Gala, ten awards, from six different categories, were



Registration Form

Catch this opportunity to candidate your company for the “Panda d’Oro Award”!

Fill in the [questionnaire](#),
specifying all details and the award(s)
you would like your company to be considered for.

Reservation

To book your corporate table or to reserve your seat, please send an email to
gala@cameraitacina.com

Corporate Table (10 pax): 10,000 RMB

Single Ticket (CICC Members): 1,100 RMB

Single Ticket (Non Members): 1, 300 RMB

We look forward to seeing you soon!

Last Editions

