



British Business Awards 2009

Beijing, 5th November



Sponsored by:





BRITISH CHAMBER
OF COMMERCE
IN CHINA



Rewarding innovation, enterprise and endeavour

After a first successful event in 2008, The British Business Awards are back!

This year, the BBAs will continue to **recognise and reward** people who are building businesses and brands in China through innovation, enterprise and endeavour.

What are the British Business Awards ?

- Launched in 2008 under the initiative of the British Chamber of Commerce in China
- Aim:
 - Recognise and reward British Business success in China
 - Promote British “know-how” in China
- **6 categories each sponsored by a British company or a British institution,** all dedicated to promote the UK “savoir-faire” in China:

Award Category	Category Sponsors
Company of the Year	UKTI
Product/Service of the Year	
Green Award	BP
Most Promising New Business	
Alumnus of the Year	British Council
Excellence in Partnership	Standard Chartered

Building on last year's success



BRITISH CHAMBER
OF COMMERCE
IN CHINA



Key facts:

- **6 awards sponsored**
- 115 entries
- 30 finalists:
 - High level of interest from entrants
 - Real 'determination to win'
 - High quality of applications
 - Large number of entries
- 2635 on-line votes
- 40 Judges
- 6 supporting organizations
- Site Page Views: 195,082
- 7 Chinese media partners
- 18 journalists attended
- 6 press releases
- Process highlighted the very 'Best of British'
- Several VIPs attended the event:
 - HRH Duke of York
 - HRH Ambassador Sir William Ehrman Patron
 - Chinese VIPs:
 - Cheng Si-wei of the National Peoples Congress
 - Director General Sun, Mofcom European Affairs
- 382 Guests at BBA gala dinner

What have the BBAs achieved?

Fostering Community Feeling



Building Awareness



Celebrating Success



What is the process of selection?



BRITISH CHAMBER
OF COMMERCE
IN CHINA



- **Online application** will be open end of May
Website: www.britishbusinessawards.cn
- **5 finalists** will be selected for each category
- Public **online voting** opened
- **Interviews** will be conducted with each panel of judges
- **5th November Ceremony** : “and the winner is...”

General Judging Criteria



BRITISH CHAMBER
OF COMMERCE
IN CHINA



➤ Performance

Measurable results compared with peer group

➤ Innovation

➤ Adaptation to the China market

➤ Investment in People

➤ Contribution to UK/China

Who is eligible to enter?



BRITISH CHAMBER
OF COMMERCE
IN CHINA



- A British Chamber of Commerce Member, or
- A China-based British-owned Company or Organisation, or
- A China-based Company or Organisation with UK links, or
- An employee of one of the above
- A Chinese Alumnus of a British Higher Education Institution

Sponsor of the BBAs' categories



BRITISH CHAMBER
OF COMMERCE
IN CHINA



Benefits

- **Branding of your company:** Associate your company with the only British Awards in China.
- **Media:** Gain exposure to the Chinese and English speaking media
- **Awards Ceremony:** Recognition on the night of the event for your support
- **Other Benefits:** Be part of a judging panel

Remaining categories available:

“Most Promising new business in China”

“Product/Service of the year”

Detailed sponsorship package available on request

For more information on the British Business Awards, please contact:

Maya de Filippo

Project Manager BBA

maya@britishbusinessawards.cn

Tel: 010-8525 11111 ext 708

We look forward to your involvement!