

2022 British Business Awards 50 Years of UK-China Excellence Award Application



50 Years of UK-China Excellence Award overview

This Award seeks to recognise accomplishments by companies in the 50 years since the UK and China established diplomatic relations, opening up the opportunity for increased trade and investment. This Award is open to British organisations in any industry sector that have made a outstanding or long-term commitment to UK-China business, trade or relations. Please note that your company does not need to have been in China for 50 years to enter.

Judges will be looking for evidence of:

- A long-term history of and commitment to building a sustainable and successful business in China.
- A history of engagement in community initiatives and a proven commitment to corporate social responsibility.
- Proven examples of contributions that have strengthened UK-China business relations.
- Long-term and continued commitment to using innovative new techniques and best practices, particularly showing how these work specifically in the Chinese market.

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Judging Process

- A panel of 5 judges will individually score each application.
- Judges will give an overall score for the whole application.
- The score will be tallied and a shortlist of three finalists will be drawn up.
- The same judges will then come together as a group and discuss the merits of each of the finalists, coming to a clear decision on the winner.
- In the case of a split decision, judges will be asked to rank the finalists and the winner will be calculated.
- The winners of each award will be revealed on the night.

Application Process

- **ALL** applications must be uploaded to the 2022 British Business Awards website in order to be judged. www.britishbusinessawards.org
- Applications must be uploaded before **1 July, 2022**
- Applications may not run over the word limits set for each section.

* Please upload your company logo in PNG format (no larger than 5MB)

1. Please summarise your business and sector in China. (150 words max.)
2. Please provide a short overview of the history of your company's existence in China. Be sure to pay particular attention to the way in which your company has leveraged the positive reforms of the last 50 years to grow your business. (300 words max.)
3. Please provide concrete examples of contributions your company has made to strengthening UK-China business relations. (300 words max.)
4. Outline the community links that your organisation has developed over the history of its presence in China. Please provide specific details about any corporate social

responsibility initiatives that your organisation has engaged in over this period. (300 words max.)
5. How has your company leveraged innovative new techniques and best practices and applied these to the Chinese market? Please provide both long-term and current examples. (300 words max.)
6. What is your organisation's long-term plan in China? How do you plan to maintain your position and contribute to the local community? (300 words max.)
7. Please provide detailed examples of the links that your company has developed with local vendors/businesses/government or other organisations. (300 words max.)
8. Is there any additional information you would like to mention that would support your application? (150 words max.)