

2022 British Business Awards British Company of the Year Award Application



British Company of the Year Award overview

This Award seeks to recognise British organisations in any industry sector in China that exemplify the UK's commitment to developing sustainable business and cultural relations between our two countries. This Award is open to British organisations in any industry sector, and is divided into a large and small company award.

Judges will be looking for evidence of:

- A long-term commitment to building a sustainable business in China.
- An innovative approach to the running of a business, or a unique corporate strategy that sets the company apart.
- Products or services tailored specifically to the Chinese market.
- Active support of the development of UK-China relations.
- An open and inclusive working environment with provisions made to embrace British and Chinese working cultures.
- Engagement in community initiatives or a commitment to corporate social responsibility.
- Exemplary CSR policy in action.

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)

<p>1. Please state your company's annual global turnover (this is to determine whether you are in the large or small company category)</p> <p><input type="checkbox"/> >USD 7 million <input type="checkbox"/> < USD 7 million</p>
<p>2. Please summarise your business and sector in China. (150 words max.)</p>
<p>3. Outline your main business objectives in China, and how you envisage these will be achieved. Describe how you measure performance against these objectives. (300 words max.)</p>
<p>4. Summarise why you think your business stands out from other British organisations in China, and what you consider to be your main competitive advantage. (300 words max.)</p>
<p>5. Describe the greatest barrier to success the organisation has faced in China in the last 18 months and explain how this challenge was overcome. (300 words max.)</p>

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<p>7. How are you contributing to the community in which you operate? What strategies do you have in place to incorporate the “triple bottom line” in your business? (300 words max.)</p>
<p>8. How have you engaged talented local staff in your business with a view to the long-term development of staff from both the UK and China? (300 words max.)</p>
<p>9. How is your organisation contributing to broader UK - China relations? (300 words max.)</p>
<p>10. Is there any additional information you would like to mention that would support your application? (150 words max.)</p>