

2022 British Business Awards Innovation Award Application



Innovation Award overview

This Award seeks to recognise British excellence in bringing innovative ideas, products or processes to the Chinese market, contributing to the growth of their sector, or leveraging existing approaches in a new and creative manner. This Award is open to British companies in any industry sector.

Judges will be looking for evidence of:

- Developing an innovative design, product, or process for the China market
- How well the introduction of the design, product or process to the China market was executed
- Introduction of best practice or advanced techniques into the company's China operations.
- Impact and success of the innovative idea, product or process in the China market.
- A focus and commitment to the development of local talent or investment in R&D in China.

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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)

<p>1. Please summarise your business and sector in China. (150 words max.)</p>
<p>2. Describe the nature of your innovation. Is your innovation a design, product, process or service? What is it like? Please provide details of how this is an innovation when compared to what was previously available. (300 words max.)</p>
<p>3. Is your innovation new to: (Tick all that apply)</p>
<p><input type="checkbox"/> Your company</p> <p><input type="checkbox"/> Your industry sector</p> <p><input type="checkbox"/> China</p> <p><input type="checkbox"/> Globally</p>

4. Why did your organisation choose to develop or introduce this innovation to China?
(300 words max.)

5. When and how was the innovation introduced to the China market? What effect has the implementation of the innovation had on your organisation since its introduction? (In terms of financial performance, brand recognition, or other aspects). (300 words max.)

6. How has your organisation introduced best practices or advanced techniques into your business operations in China? Please provide concrete examples. (300 words max.)

7. How has your organisation shown a commitment to developing local talent or investment in R&D in China? (300 words max.)

8. Is there any additional information you would like to mention that would support your application? (150 words max.)