

swisscham.org



Business Awards

October 26, 2023



The Sino-Swiss Business Awards (SSBA) is a highly regarded biyearly event organized by SwissCham China in partnership with the Swiss Embassy. Its primary objective is to recognize and celebrate companies's significant contributions to the Swiss and Chinese business communities.

Building upon the success of previous editions held in 2013, 2015, 2017, 2019, and 2021, this year marks the 10th years anniversary of the SSBA in Beijing. The event comprises five distinct categories that aim to highlight outstanding companies, and organizations that have achieved remarkable accomplishments in innovation, sustainability, quality, talent development and digitalization and displayed unwavering dedication to the Sino-Swiss business community.



WHAT'S NEW AT THE SINO SWISS BUSINESS AWARD

THE ROADSHOW

The Roadshow is complementary initiative of the SSBA, during which companies have the opportunity to showcase their achievements and/or products in their selected award category at **four different events hosted around China.**

THE ROADSHOW EVENTS

These events are organized in four different cities in collaboration with the local chamber of commerce and will consist of two main parts: project presentation and matchmaking session.



All the award candidates will have to present their projects in the selected award category. This segment provides a platform for candidates to showcase their successful strategies and approaches. It enables them to exchange valuable insights and experiences with local and international participants.



A matchmaking will be co-hosted with the local International Chinese Chamber of Commerce. This interactive session allows candidates to engage in targeted discussions and explore potential collaborations with Chinese partners. The purpose is to facilitate meaningful connections and foster mutually beneficial business relationships.

SOCIAL MEDIA PRESENCE IN THE SWISS EMBASSY'S 2024 PUBLIC DIPLOMACY CAMPAIGN



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in China
瑞士驻华大使馆

The winners of the business award in each category will have the chance to co-produce, with the Swiss Embassy, a video featuring one of their employees, showcasing their company's success story and highlighting its connection with Switzerland. The videos will be shared on the Embassy's social media network as part the 2024 Public Diplomacy Campaign.

EXCLUSIVE INDUSTRY RECOGNITION

The Sino-Swiss Business Awards serve as a symbol of extraordinary achievement within the Sino-Swiss business community. Participation in this prestigious event provides access to a highly regarded platform that celebrates excellence, innovation, and impactful contributions. It not only elevates your company's profile but also enhances its reputation among stakeholders, while endorsing its accomplishments and unwavering dedication to success.

By actively engaging in the Sino-Swiss Business Awards and taking full advantage of the roadshow, video production, and ambassador visit opportunities, your company can unlock new levels of recognition, visibility, and business potential, above all, celebrate your own progress with the vibrant Sino-Swiss business community.



AWARDS CATEGORIES

The SSBA will include **5 distinct award categories**, each highlighting a specific industry and topic. These categories guarantee a comprehensive representation of various industries and ensure that both **Small and Medium Enterprises (SMEs)** and **Multinational Corporations (MNCs)** have equal opportunities to be **recognized separately**. In each award category, there will be two awards given, one to an MNC and another to an SME, further emphasizing fairness and inclusivity.

In the Swissnex Innovation Pioneer Award category, there will be an additional **sub-category exclusively for start-ups**, allowing them to participate and compete in recognition of their unique contributions and innovative approaches.

1

SWISSNEX INNOVATION PIONEER AWARD

This award recognizes **Swiss companies** and **Start-up** that demonstrate exceptional innovation in their products, services, or business processes, setting new standards and pushing boundaries.

2

SUSTAINABLE DEVELOPMENT BUSINESS AWARD

This award celebrates Swiss companies that prioritize **sustainable** practices, demonstrating a commitment to **environmental** responsibility, **social** impact, and **ethical** business conduct.

3

QUALITY EXCELLENCE AWARD

This award honors Swiss companies that consistently deliver **high-quality** products and services, exceeding customer expectations and maintaining strict quality standards.

4

DIGITAL TRANSFORMATION AWARD

This award acknowledges Swiss companies that have successfully embraced **digital transformation**, leveraging **technology** to drive innovation, efficiency, and competitiveness.

5

TALENT DEVELOPMENT AND DIVERSITY AWARD

This award celebrates Swiss companies that foster a culture of **talent development**, diversity, and inclusion, creating an environment that attracts, nurtures, and retains **top talent**.

HOW TO APPLY

01

CHOOSE THE CATEGORY

Please choose the award category you would like to apply for and fill in the relevant SSBA 2023 Application Form. Companies can **maximum** apply **two** awards **categories**.

02

FILL IN THE FORM

Fill out the corresponding excel sheet in the APPLICATION FORM. You can find the APPLICATION FORM by clicking on this link here: **SSBA 2023 Application Form**. Send the completed file to guillaume.joyet@bei.swisscham.org before **Wednesday, August 16, 2023**.

NOMINEES SELECTION

During the month of August and September a jury consisting of 9 people will then evaluate those criteria and depending on the result your company might be selected as one of the 3 remaining nominees in your chosen award category.

JURY COMPOSITION

- 5 members from SwissCham, Swissnex, and Swiss Business Hub.
- 4 individuals from renowned universities, authors, or business journalists, each one specializing in one award category.

VOTING PROCESS:

All jury members, including experts, will vote on the awards. Expert votes will carry slightly more weight in the final decision-making process. The public will also have the chance to vote, with their votes having lesser weight compared to the experts and the rest of the jury. The inclusion of online public voting helps generate visibility for the brands.

ONLINE PUBLIC VOTE: 10%

EXPERT VOTE: 30%

GENERAL JURY VOTE: 60%

To prepare for the best-case scenario, where your company becomes a nominee or even the award winner, we also ask you to send to guillaume.joyet@bei.swisscham.org before August 30th the following:

LOGO

LOGO

Company logo in high-quality

Format: AI, JPG/PNG (color with transparent background)



NOMINEE TEXT

Nominee text for program e-booklet of the SSBA 2023.

1. introduce the company
2. explain why the company deserves to be nominated in this category

Maximum length: 780 characters (English and Chinese, including spaces)



VIDEO

Duration: 60 sec. maximum, Resolution 1980 x 1080 p

Language English with Chinese subtitles (exceptionally Chinese with English subtitles)



TERMS AND CONDITIONS

1. Each applicant must be Sino-Swiss related.
2. Entries must be in English.
3. All questions in the application form must be answered truthfully and comply with the criteria.
4. Companies, organizations or individuals can enter in two award categories maximum.
5. Each application will be judged by an independent Jury.
6. All information received with the application will be treated confidentially by SwissCham Beijing and the judges.
7. The SSBA organizers reserve the right to withdraw any award, or reject any application or content that is not in line with the terms & conditions.

TERMS AND CONDITIONS FOR START-UP

1. Less than 5 Mio. (Dollar) in revenue/year in China.
2. Less than 30 employees in China.
3. Worth less than 50 Mio. (Dollar).
4. Max. 5 years in the market.
5. Start-up spirit.