

### China-Italy Chamber of Commerce Tourism Award 1<sup>st</sup> edition, 2016

### Contact Information

Company Name:

Address:\_\_\_

CEO/GM's Name Surname:\_\_\_\_\_

Contact Person:\_\_\_\_

E-mail:

Telephone:

Mobile:

Note: The form shall be downloaded, filled in and send back to <u>bj.gala@cameraitacina.com</u> by October 14<sup>th</sup>, 2016 6 pm (Beijing Time).

### Company General Information

1.Year established\_\_\_\_\_\_and number of employees\_\_\_\_\_\_.

2.Established in (place):\_\_\_\_\_

3.Legal Entity:\_\_\_\_\_

4. Primary Industry (please select a maximum of two options):

- □ Advertising
- □ Food & Beverage
- □ Hotel/Accomodation
- □ Media & Communication
- □ Travel Management Company
- Other (please specify)

5.Awards to apply for (multiple choice is allowed, maximum two options):

- □ **Video making and visual arts**: the Italian company that realised an effective and innovative communication project in order to promote Italy as a travel destination;
- □ **Press**: the Italian or Chinese magazine that developed a long-term editorial project to promote Italy as travel a destination;
- □ **Italian Cuisine**: the Italian company implementing a project for the promotion of the Italian F&B culture;
- □ **Promotion**: the initiative vertically integrating Italian companies that promote Italy as a travel destination;
- □ **New Media**: the Chinese company that developed a platform to describe Italy as a travel destination to the Chinese public.



6.Turnover and net operating profit of the company in 2015 (Euro for Italian-based company/RMB for Chinese-based company):

Turnover\_\_\_\_\_. EBIT \_\_\_\_\_.

7. How long (years) your company has been working within the Chinese market for?

8. How did your company business evolved last year?

- □ Improved substantially
- □ Improved slightly
- □ Same
- Contracted slightly
- □ Contracted substantially

9.Markets your company operates into and % of net operating profit referred to the Chinese market.

10.Highlight in maximum 300 words the thoughts behind your activity/project/campaign, including how and why this is innovative and how your business/Italy's image would benefit from it.

11.Italian/Chinese partners you have been cooperating with.

12.Do you plan further investment for the Chinese market in 2017?

- □ Yes
- □ No

13.Highlight in maximum 300 words your strategy for the promotion of Italy towards the China market/Chinese travellers.

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14.Share gaps and shortcomings you see in your field of expertise concerning the image of Italy within the Chinese market and propose any projects/opportunities you would be interested into cooperating.

15.Interested in sponsoring the awards ceremony?

- □ Supporting: RMB 88,000.00
- □ Diamond: RMB 60,000.00
- □ Gold: RMB 45,000.00
- □ Silver: RMB 25,000.00

Sponsorship opportunities will be advertised from September 12<sup>th</sup> on CICC website. Please contact <u>bj.gala@cameraitacina.com</u> for more information.



# **Policy**

### Right of use:

You understand, acknowledge and agree to share your activity/project/campaign materials (i.e. audio, video, pictures, articles, web contents, brochures etc.) with CICC for the purposes of the promotion of the Award during the Awards ceremony.

### Confidentiality note:

CICC guarantees that all contents hereby received shall be kept confidential, and disclosed to the knowledge of the Judging Panel/Jury only, for examination and selection purposes.

## **Application Terms & Conditions:**

The application is to be sent as an attachment to <u>bj.gala@cameraitacina.com</u> by September 30<sup>th</sup>, 2016 6 pm (Beijing Time).

Any documents which the applicant might deem useful to further sustain his nomination should be included into the application in order to be considered by the Judging Panel/Jury.

Date

Signature

Company's Chop