

## **TOURISM AWARD 2016 - 1<sup>st</sup> Edition AWARDS CEREMONY & 2016 ITALIAN GALA DINNER IN BEIJING**

### **1) NAME:**

Tourism Award (Name assigned by the Main Sponsor)

### **2) LOGO:**

Currently underway.

### **3) AWARD:**

Currently underway.

Note: tailored for each category.

### **4) DETAILS:**

Date: Saturday, November 26<sup>th</sup> 2016.

Venue: Park Hyatt Beijing.

Format: Seated dinner.

### **5) OBJECTIVE:**

Tourism Award is the annual award prizing those Italian and Chinese Companies whose initiatives have mainly contributed to enhancing and promoting Italy as touristic destination.

### **6) COOPERATION:**

Tourism Award is promoted by the China-Italy Chamber of Commerce in cooperation with the Main Sponsor, who assigned the name, together with the Italian Institutions in China.

### **7) EVENT TYPE:**

The 2016 Tourism Award will be presented within the framework of the 2016 Italian Gala Dinner in Beijing. The Ceremony will be attended by representatives of the Sino-Italian business community, institutions and media from both countries.

### **8) ACTIVITY PLANNING:**

September 5<sup>th</sup> 2016: First mailing (apply within September 30<sup>th</sup>)

September 12<sup>th</sup> 2016: Second mailing (apply within September 30<sup>th</sup>)

September 16<sup>th</sup> 2016: Appointment of the Selection Committee and Judging Panel

September 26<sup>th</sup> 2016: Third mailing (apply within September 30<sup>th</sup>)

October 10<sup>th</sup> 2016: Contestants' list to be sent by China Italy Chamber of Commerce (hereinafter "CICC") to the Selection Committee

October 14<sup>th</sup> 2016: Selection Committee's feedback about the final nominees

October 17<sup>th</sup> - 21<sup>st</sup> 2016: Secretary of the Judging Panel to ascertain final nominees' willingness to accept the prize

October 24<sup>th</sup> 2016: President to call for final vote by the Judging Panel

October 28<sup>th</sup> 2016: Judging Panel's feedback about the winners

October 26<sup>th</sup> 2016: Awards Ceremony during the 2016 Italian Gala Dinner in Beijing

Note: The CICC reserves the right to modify the above schedule.

## 9) NOMINATION & AWARDS:

### Eligibility:

- Companies and Institutions (hereinafter "Contestants") registered either in Italy or China
- Both Members and Non-Members of the CICC
- The Selection Committee reserves the right to refuse applications that might damage the good name of the initiative and its promoters

### Nomination and Selection Procedure:

- Contestants can apply directly or indirectly being nominated by third parties (company/individual).
- Contestants must send the "questionnaire" duly filled in all its parts and any other additional reference materials regarding the application to CICC (Beijing Office) within September 30<sup>th</sup> 2016.
- False information on the "questionnaire" and/or additional reference materials shall entail immediate exclusion from the selection process. CICC shall timely notify the interested contestant.
- Contestants' information shall be kept strictly confidential by CICC, and the Selection Committee (for composition, see hereinafter).
- The "questionnaire" and any other additional reference materials provided, including financial information, shall not be returned.
- The Selection Committee has the right to evaluate information provided as it deems appropriate. That is, by resorting to media reports and statistics as well as by interacting directly with contestants themselves.
- The Selection Committee shall submit its evaluation report including final nominees and recommendations to the President of the Judging Panel within October 14<sup>th</sup> 2016. The Selection Committee (for composition, see hereinafter) shall keep all the information regarding the work and the content of the evaluation report strictly confidential.
- Final Nominees shall be contacted by the Secretary of the Judging Panel to ascertain their willingness to accept the prize and confirm their sponsorship for the Awards Ceremony.
- The Judging Panel shall cast its vote by October 28<sup>th</sup> 2016.
- Winners shall be publicly announced and awarded during the 2016 Italian Gala Dinner in Beijing on November 26<sup>th</sup> 2016.
- The decision of the Judging Panel shall be considered final and irrevocable.

### Selection Committee:

The Selection Committee shall be composed of three members, as specified below:

1. One Representative of CICC
2. One Representative of CICC
3. One Representative of the Italian Institute of Culture

Note: Members 1 & 2 shall be appointed by the Chairman of CICC.

#### **Judging Panel:**

The Judging Panel shall be composed of seven members, as specified below:

1. Ambassador of Italy in China (Honorary President)
2. Director of the Agency for the Promotion Abroad and Internationalization of the Italian Companies, Beijing
3. CICC Chairman (President)
4. Director of the Italian Institute of Culture
5. Communication Expert
6. Delegate from the *Accademia Italiana della Cucina*
7. Representative of Main Sponsor

#### **Notes:**

- Should anyone of the above Members not be available, the Chairman of CICC, that is Chairman of the Judging Panel, shall appoint other Judge/s.
- The Secretary General of CICC shall be the Secretary of the Judging Panel.

#### **Questionnaire:**

A dedicated questionnaire has been drafted in order to collect relevant information and data about contestants, thus enabling an appropriate and correct evaluation of their results.

#### **10) CATEGORIES**

A total of five prizes shall be awarded based on following guidelines:

- Category “**Video Making and Visual Arts**”. the Italian company that realized an effective and innovative communication project in order to promote Italy as a travel destination.
- Category “**Press**”. the Italian or Chinese magazine that developed a long-term editorial project to promote Italy as travel a destination.
- Category “**Italian Cuisine**”. the Italian company implementing a project for the promotion of the Italian F&B culture.
- Category “**Promotion**”. the initiative vertically integrating Italian companies that promote Italy as a travel destination.
- Category “**New Media**”. the Chinese company that developed a platform to describe Italy as a travel destination to the Chinese public.