



**Greater China Awards  
Rising Star Award 2016**

**NORTH WEST OF ENGLAND GREATER CHINA AWARDS 2016  
Rising Star Award 2016 Entry Form**

Winners of the Greater China Awards will be presented at the North West of England Greater China Awards Dinner taking place on 19<sup>th</sup> February 2016 honouring the winners' significant contribution to developing business links in China, Hong Kong, Macau, and Taiwan.

Name	Position
Company Name	Website
Address	
Telephone	Mobile
Fax	Email
Description of main products/services your company offers:	
Date of first links with Greater China:	

In your submission, please elaborate on the following areas:

1) What is your approach to penetrating the mainland China, Hong Kong, Macau, and Taiwan market?
2) What do you consider to be the most innovative aspect of your entry technique?
3) How do you measure your current success in Greater China?
4) What is your longer term strategy for your business in Greater China?

**The Greater China Rising Star Award 2016 is judged on the following criteria:**

- Your clear business objectives in Mainland China, Hong Kong, Macau, or Taiwan;
- Your approach to penetrating the China market and how successful this has been;
- Evidence of direct links between China and the North West, and the impact this has had on the overall success of the business;
- Demonstration of how your business has encouraged a two-way flow of personnel and know-how, or the mutual understanding of the UK and Chinese cultural and business environment;
- Your long term business strategy in Greater China;

The closing date for receipt of the application is by email or by post by Monday 1<sup>st</sup> February 2016 to:

**CHINA AWARDS PANEL 2016**

c/o Philomena Chen

UK Trade & Investment - North West, Churchgate House, 56 Oxford Street, Manchester, M60 7HJ

Email: [philomena.chen@uktinorthwest.co.uk](mailto:philomena.chen@uktinorthwest.co.uk) Telephone: 0161 237 4245