

# General Rules of Participation in the Award Ceremony

Panda d'Oro Gala Awards 2025

*14th Edition, June 14th, Shanghai*

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## 1) MAIN EVENT DETAILS

- **NAME:** Panda d'Oro Awards
- **DATE:** June 14th, 2025
- **LOCATION:** W hotel, Shanghai
- **FORMAT:** Awarding ceremony embedded in a formal seated dinner

### **Background**

Established in 2010, *Premio Panda d'Oro* is the **highest award recognized** by the China-Italy Chamber of Commerce (CICC) to those Companies, Members of CICC, and Friends of CICC, whose **business strategies have seized opportunities and achieved remarkable results during the previous year**, strengthening the development of business relationships between Italy and China.

With the beautiful and elegant background of the **W Hotel in Shanghai**, the thirteenth edition of the **Panda D'Oro Gala Awards** took place on **June 15<sup>th</sup>**, 2024. This was a record-breaker edition that saw the participation of nearly **700 people**, among companies, entrepreneurs, members and friends of the Chamber as well as representatives of Italian and Chinese institutions, **80 applications** to the award categories and **35 winning companies**.

Please find [HERE](#) the post-event of last edition held in 2024.

As it was for the 2024 edition, the 2025 one, promises to be another memorable event, with new prices, new players, and new ideas, while still guaranteeing the same touch of Italian quality.

The *Panda d'Oro Awards* will be presented at **W Hotel in Shanghai** during a high-profile Award Ceremony, which will be attended by the Sino-Italian business community, representatives from Italian and Chinese authorities, and the media.

Submitting your projects can help your business gain recognition and establish yourself as a responsible leader in your respective industries and categories of distinction.

### **Reasons to apply for the Awards:**

- Increase your visibility by showcasing your best initiatives and demonstrating your added value to the Italian community in China;
- Show pride in your achievements and motivate your stakeholders and employees;
- Meet high-level representatives from all industry sectors;
- Help your business gain recognition and establish yourself as a responsible leader in your respective industries;
- Benefit from extensive media and industry coverage for your company.

## 2) ELIGIBILITY

- **The contest is OPEN ONLY to active Members or Friends of the China-Italy Chamber of Commerce.** For those Companies which have not renewed their membership yet or are willing to join the CICC and submit their candidacy for one of the Panda d'Oro Awards, please contact [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com). **The window will be kept open till May 27th.**
- **A total of 8 prizes (7 + 1) will be awarded**, as outlined below:  
**Seven prizes** will be awarded to **Italian companies** that are members of the China-Italy Chamber of Commerce. Each Italian company may apply for a maximum of two categories out of the seven available.  
**One additional prize, the Friendship Award, will be awarded to a Chinese company** that has made a significant contribution to the development of economic relations between Italy and China.
- The participation in the competition to win one of the awards is **free of charge**. However, to attend the Awarding Ceremony on 14 June at the W Hotel in Shanghai, it is necessary to buy a ticket. Moreover, it is also possible to buy a corporate table or sponsor the event.
- **More information about the Sponsorship Opportunities is available [HERE](#)**
- If you have any questions, please do not hesitate to contact us at [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com).
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## 3) AWARD CATEGORIES

Prizes are aimed at recognizing efficiency, best practices, and remarkable results of Italian Companies which have investments and a meaningful presence in China and of Chinese Companies that have investments and a meaningful presence in Italy.

The awarding ceremony shall involve local media to raise awareness about Italian business in China.

**A total of 8 prizes (7+1)** shall be awarded based on the guidelines detailed below.

**-Each prize** is going to be awarded to one Italian company, as a member of the China-Italy Chamber of Commerce, for a total of 7 prizes. Italian companies may apply for a maximum of two award categories.

**-One final award will be presented to Chinese companies** that have best contributed to favorable economic growth for both countries.

**Award Categories 2025 - evaluating 2024 performances:**

**For Italian Companies:**

1. **Panda d'Oro Award:** the iconic award of the evening, dedicated to the Italian company that invested the most in the Chinese market during 2024. A) The Italian investment of the year and B) the investment of a small and medium enterprise that has increased its competitiveness in the Chinese landscape will be rewarded.
2. **Innovation Award:** dedicated to the Italian company that has invested most in innovation, research and technological development, bringing innovative ideas, products or processes to the Chinese market, contributing to the growth of its sector or exploiting existing approaches in a new and creative way.
3. **Destination Italy Award:** This award recognizes the Italian company operating in China that has most effectively promoted Italy as a destination for tourism, sports, or culture. It celebrates innovative efforts to raise awareness and foster interest in Italy, enhancing its image in an increasingly competitive global context.
4. **Italian Excellence Award:** dedicated to the Italian company that has been most effective in representing the excellence of Made in Italy in Luxury Living, Fashion, Luxury and Premium Goods, Lifestyle, Design, Retail and Digital.
5. **Italian Taste Award:** dedicated to the company that has made itself the ambassador of Italian food and wine excellence on the Chinese market and has succeeded best in conveying the concept of Italian "hospitality", promoting genuine and authentic products.
6. **Sustainability Award:** dedicated to the Italian company that has distinguished itself for sustainable development, implementing strategies which had a real impact on business, society and environment.
7. **Turnaround Award:** dedicated to the Italian company that successfully faced a particularly critical moment, making improvements through effective operations, with solid management and achieving greater stability and profitable results.

**For Chinese companies:**

8. **The Friendship Award:** dedicated to the Chinese company that has made the most significant contribution to the economic growth and bilateral relations between Italy and China. This award recognizes the company that has successfully invested in Italy, strengthened partnerships with Italian companies in China, or fostered collaboration across industries, with tangible outcomes that benefit both countries.

**4) ACTIVITY PLANNING:**

**April 26<sup>th</sup> :** Launch of the contest “Apply to be awarded”. **Deadline: May 28<sup>th</sup> .**

**May 29<sup>th</sup>** : Contestants' list to be sent by CICC to the Selection Committee.

**May 31<sup>st</sup>** : Selection Committee's feedback about the final nominees.

**June 7<sup>th</sup>** : President of the Judging Panel to call for the final vote.

**June 8<sup>th</sup>** : Judging Panel's feedback about the winners.

**June 14<sup>th</sup>** : Awarding Ceremony in Shanghai.

*Note: The above schedule might be modified to cope with unforeseen events.*

## **5) NOMINATION & AWARDS:**

### **Nomination and Selection Procedure**

#### **5.1 Application Submission (April 26<sup>th</sup> - May 28<sup>th</sup>)**

Contestants are to e-mail (as an attachment) the “**application form**” duly filled in each part to CICC (sh.gala@cameraitacina.com) by **May 28<sup>th</sup>, 2025, h.18:00 Beijing time**.

**To submit your application please send the following material:**

- 1. Application Form**
- 2. Company logo (JPG and AI format)**
- 3. Short promotional video of your company (1 min)**
- 4. Optionally, you can add reference material as an attachment to the same email.**

The “application form” and any other additional reference materials provided, including financial information, shall not be modified at a later stage.

#### **5.2 Delivery of the Contestants' list to the Selection Committee (May 29<sup>th</sup>)**

Any information on the “application form” or on additional 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

The Selection Committee has the right to evaluate the information provided as it deems appropriate. That is, by resorting to media reports and statistics as well as by interacting directly with contestants themselves.

#### **5.3 Selection Committee's feedback about the final nominees (May 31<sup>st</sup>)**

The Selection Committee shall submit its evaluation report including final nominees and recommendations to the President of the Judging Panel by **May 31<sup>st</sup>**.

All information regarding the work and the content of the evaluation report shall be kept strictly confidential.

#### **5.4 President of the Judging Panel calls for the final vote (June 7<sup>th</sup>)**

### **5.5 The Judging Panel casts its final vote (June 8<sup>th</sup> )**

The decision of the Judging Panel shall be considered final and irrevocable.

### **5.6 Awarding Ceremony in Shanghai (June 14<sup>th</sup> )**

Winners shall be publicly announced and awarded during the Awarding Ceremony Night 2025 in Shanghai.

## **6. SELECTION COMMITTEE**

The Selection Committee shall be composed of **two CICC Board Members**, selected by CICC's Chairman.

### **Judging Panel:**

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

1. Ambassador of Italy in China (Honorary President) (\*)
  2. Consul General of Italy in Shanghai (\*)
  3. CICC Chairman (President)
  4. Italian Trade Commissioner in Beijing (\*)
  5. President of Fondazione Italia-Cina
  6. CICC Vice-Chairman Beijing
  7. CICC Vice-Chairman Shanghai
  8. CICC Vice-Chairman Guangzhou
  9. CICC Vice-Chairman Chongqing
  10. CICC Board Member Jiangsu
  11. Director CCPIT Italy
  12. Winners of Panda d'Oro Award from previous editions
- (\*) can delegate a senior member of the diplomatic or trade mission in China

### **Notes:**

Should anyone of the above Members not be available, the Chairman of CICC, who is President of the Judging Panel, shall appoint other Judge/s.

The Secretary General of CICC shall be the Secretary of the Judging Panel.

### **Application Form**

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

The CICC together with the elected Judging Panel shall provide their expertise and advice to guarantee the effectiveness and fairness of the selection process.

## 7. SPONSORSHIPS

The participation in the competition to win one of the awards is free of charge. However, to attend the Awarding Ceremony on 14 June at the W hotel in Shanghai, it is necessary to buy a ticket. Moreover, it is also possible to buy a corporate table or sponsor the event.

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