



Cathay Pacific NZCTA Trade Awards 2011

ENTRY FORM FOR THE HONG KONG AWARD

*This year the **Cathay Pacific Hong Kong Business Award** will be for:*

The Best Use of Hong Kong by a New Zealand Company for its Business

To enter for this award you must have a business history with Hong Kong. Growth of this business from Hong Kong into China or wider Asia is preferred, but not essential.

Three finalists will be selected to attend the awards ceremony and one award will be given. The prizes will be two return economy class tickets from Auckland to Hong Kong with access to the Cathay Pacific Marco Polo Club and two nights accommodation in Hong Kong from the Langham Hotel.

Entrants are requested to complete the details on this form and submit their complete entry by April 15 2011. The questions on page two of this form may assist in preparation of the entry.

The judges' decision is final and no correspondence will be entered into.

The HKNZBA will publicise in outline the award winning business story in collaboration with the winner. Any confidential information submitted in support of an award will be treated as confidential at all times.

Entries close at 5:00pm on Friday 15 April 2011 and must be received at Hong Kong Business Association Inc, P O Box 105-009, Central Auckland, in an envelope headed "HKNZBA Trade Award Application", or electronically by emailing hk@hongkong.org.nz.

The awards will be presented at a gala dinner on **Thursday 12 May 2011** at The Langham Hotel, Auckland.

Please include the following information:

Full name of company

Business activity

Contact name

Position

Postal address

Street address

Phone

Email

Website



Please include the following information:

- The nature and scale of your business with Hong Kong (and the wider Asia region where applicable) today
- How and when the Hong Kong business started
- The challenges you have encountered and the strategies adopted for overcoming these
- What product differentiation, or tailoring of products to local needs, have contributed to success
- Where applicable, the benefits gained from accessing wider markets through Hong Kong.
- How the business to date has set you up for long term success
- Two sentences describing why your entry should receive the award.

You may attach any other information or images to assist your entry.

The judges will be looking for the following in the winning entry: Evidence of strategic commitment, planning and preparation, strategic and product innovation, recognition of Hong Kong's wider market opportunities and obvious business success.

Name

Signed

Date

