

PANDA D'ORO **AWARDING CEREMONY** 11th EDITION

2021 上海意大利盛宴金熊猫中国颁奖典礼

JUNE 7th 2021 **RITZ CARLTON PUDONG**

SHANGHAI



Camera di Commercio Italiana in Cina 中国意大利商会 China-Italy Chamber of Commerce

-1991-2021



ABOUT PANDA D'ORO AWARD

ORGANIZED BY THE CHINA-ITALY CHAMBER OF COMMERCE, THE "PANDA D'ORO AWARD – 11^{TH} EDITION" WILL AWARD THOSE ITALIAN AND CHINESE COMPANIES THAT CONTRIBUTED TO THE DEVELOPMENT AND CONSOLIDATION OF ECONOMIC BILATERAL RELATIONS BETWEEN THE TWO COUNTRIES, IN THE THEME OF SUSTAINABILITY.

YEARLY RENDEZVOUS, DURING THE EVENT TOOK PLACE THE AWARDING CEREMONY OF THE PANDA D'ORO AWARD. SIXTEEN AWARDS, FROM EIGHT DIFFERENT CATEGORIES, WILL BE ASSIGNED AND MORE THAN FIVE-HUNDRED GUESTS WILL BE PRESENTED AT THE EVENT.

THE ABSOLUTE RECORD REPRESENTS THE DYNAMISM WHICH CHARACTERIZES THE SINO-ITALIAN BUSINESS COMMUNITY, AS WELL AS THE COLLABORATION WITH AND AMONG INSTITUTIONS AND ITALIAN, CHINESE PRESS. THE PANDA D'ORO AWARDING CEREMONY IS A UNIQUE OPPORTUNITY TO PROMOTE MADE-IN-ITALY AND ITALIAN LIFESTYLE IN CHINA.

THE AWARDING CEREMONY WILL BE HELD IN SHANGHAI ON JUNE 7TH 2021, AT RITZ CARLTON PUDONG.





DECADE OF SUCCESS



2



HIGHLIGHTING MOMENTS

















ITALIAN CUISINE













VIP GUESTS











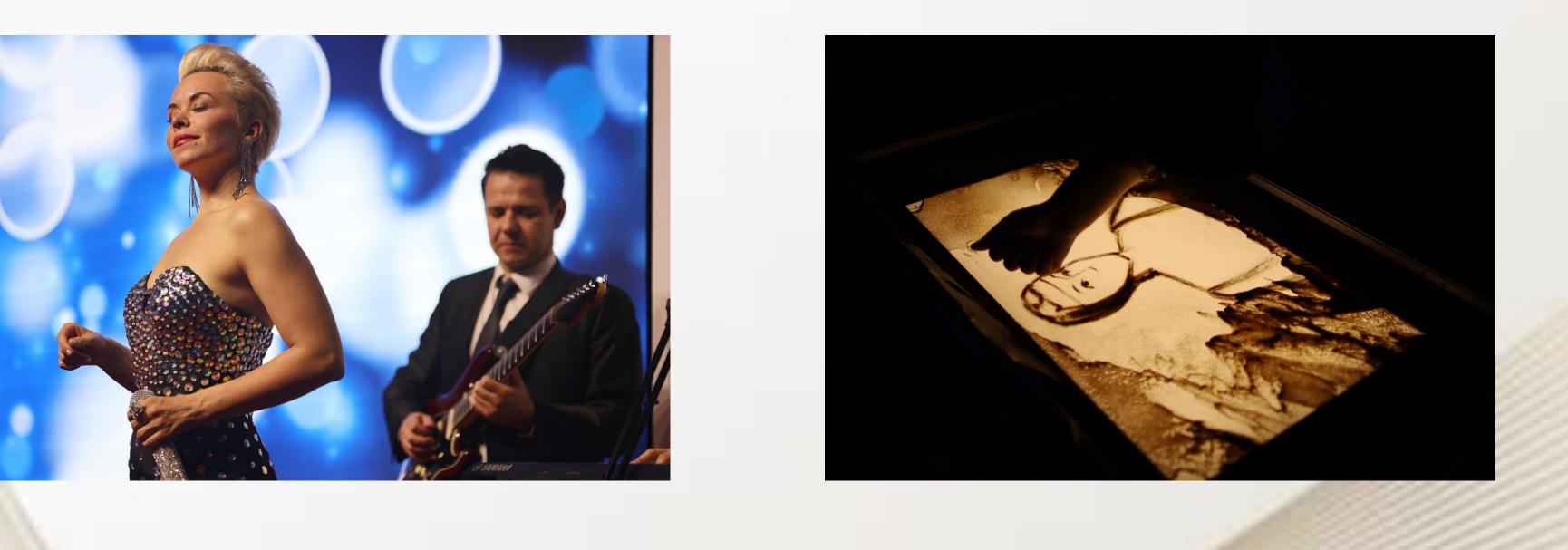


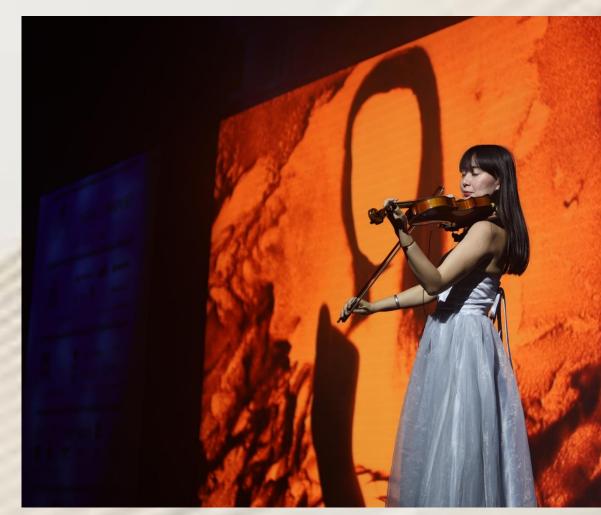






ENGAGING PERFORMACES









AWARDED ENTERPRISES

















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Click to view video 2019

Past editions of the Panda d'Oro Awarding Ceremony received a broad media coverage both in Italy and China.

Join to benefit from the international exposure.

Reference:

- https://www.repubblica.it/economia/2017/06/18/news/panda_d_oro_pr emio_alle_aziende_italiane_in_cina-168416019/
- https://st.ilsole24ore.com/art/mondo/2016-06-23/panda-d-oro-eccopremi-eccellenze-italiane-cina-134256.shtml?uuid=ADo9Jah

金熊猫奖颁奖晚会 PREMIO PANDA D'ORO

Riconoscimenti. A Fiat il Cina Award Assegnati a Shanghai i premi Panda d'Oro

am Piat ni è aggiudicata l'edizione 2012 del Premio Panda D'Oro, il riconosci-dalla giuria all'azier ento assegnato ogni anno ha attuato il miglior talla Camera di commer- toper lassomo cio italiana in Cina in colla- de in Italy sul merci orazione con la Fondazione Italia Cina

Il Premio Panda d'Oro, eferito in quattro diverse Triumph Asia, l'ar itegorie alle aziende italia- cializzata nell'o e che si sono distinte per la se di eventi gu iro attività oltre la Grande ris Criscuole uraglia sotto il patrocinio inistero degli Affari Esteri, dello Svihappo Econonico e dell'Ambasciata d'Itala a Pechino, è stato conseinato ieri sera a Shanghai.

Ad assegnarlo è stata una ia composta da ima

Banquet

da d'Or liani e c giorgiet forzame delle relat bilaperalit sin, ha spie Flat A si è aggindic

importante, va da d'Oro-Cina noscimento all'azienda itali inostrato la cri siva sul mercat som e che prog

riori.investi 0d6 2012/2013. Il premio-all obdisticators o quasi in coinch

'apertura, a fine gi parte di Fiat Autor nance del aurovo su to a Changsha, in joi re con la società su stica cinese Gao, che

sentirà di produrre passeggeri in Cina. Il Best Project

se, è stato confer quo a due società Si tratta, in pa

marchio di su in pomma hasato nel (gdong dove ha aperto un cen

tro di ricerca & sviluppo. The Voyager Panda Award, il premio destinato j 57 41 B

SELPRESS www.selpress.cov

«Panda d'Oro»

Ferrero e Azimut La Cina ora premia i campioni italiani

DAL NOSTRO CORRESPONDENT

SHANGHAI — L'interscambio tra Italia e Cina ha rag di 42 miliardi di euro nel 2012. C'è sevici mamana in cina preseduta da Franco cupia e la iterrativamenta internativam, impegnate a creare un tema Paese» per attraversare la Grande Muraglia, alano ogni anno con un Panda d'Oro le aziende che fatto meglio.

Quest'anno il riconoscimento per la maggior capacità di crescita sul mercato cinese nel 2012 e i programmi più ambiziosi per il 2013-

irmato un con ustretteges nella (dello Jiangsu. La j nifica del territori scita nella Cina ch

Il miglior proget festeggiato i vent'an raduno di 300 ferrarist Guangzhou, l'antica un'azienda cinese che f vende online oltre 100 r

Alimentare, lusso, hig nanziari e new economy restare. Si aprono nuove esportano prodotti e serva lavoro dovremo tornare ad in viro per il mondo con

意大利金熊猫奖颁奖



楚璧先生的致欢迎却拉

CORRIERE DELLA SERA

Direttore Responsabile Fertuccio de Bortoli

Diffusione Testata 489.988

18/06/2013 & AZIMUI

Marted

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Ermenegildo Zegna













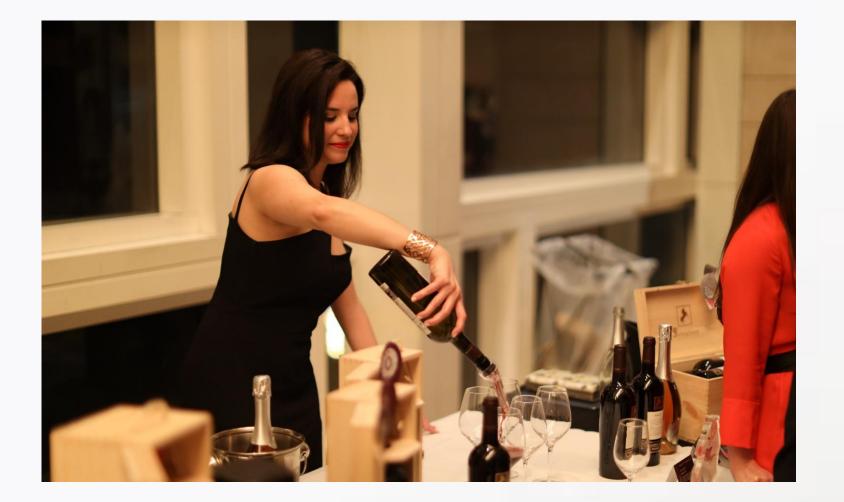


The Wellness Company





FOOD & BEVERAGE SPONSOR SHOWCASE





Fabbri 1905 è azienda leader mondiale nella distribuzione e vendita di ingredienti di alta distribuzione gelaterie, pasticcerie e ristoranti e qualità per gelaterie, pasticcerie e ristoranti e qualità per gelaterie, pasticcerie e ristoranti e produttore da 100 anni di pregiati sciroppi e gourmet sauces per bar e caffè. Da oltre cent'anni, Fabbri 1905 contribuisce alla promozione e al successo del "Made in Italy" in tutto il mondo.

法布芮1905是世界领先的食品原料生产商,为冰淇淋业、西点烘焙业、餐饮业提供优质的产品。 法布芮作为一家拥有110多年悠久历史的意大利家族企业,同时还生产糖浆和沙司,面向各类鸡 尾酒吧和咖啡馆。一个多世纪以来,法布芮1905为"意大利制造"的美味在世界的殊荣做出重大贡 截.



Reference : https://www.oleariaclemente.it/eventi/panda-doro-premio-alleaziende-italiane-in-cina/





L'Olearia Clemente è l'azienda di filiera olearia italiana per eccellenza. Una storia imprenditoriale e di famiglia lunga 120 anni, partita nel 1895 nel cuore del Parco Nazionale Gargano. L'Olearia Clemente negli anni, ha riorganizzato la sua azienda portandola al passo coi tempi, valorizzando la materia prima disponibile a due passi da casa e gestendo la produzione, trasformazione, stoccaggio, confezionamento, commercializzazione. L'Olearia Clemente ha suggellato il suo processo produttivo con diverse certificazioni, per tracciare la provenienza della materia prima, monitorare tutti i passaggi produttivi,







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PANDA D'ORO 2021 PRIZE CATEGORY

Panda d'Oro award <i>The Italian and the Chinese companies which have been</i> <i>successful in investing in Italy or in China, generated</i> <i>outstanding economic performance in 2020(comparing</i> <i>to 2019).</i>	Coun The It local
Resilience Award The Italian and the Chinese companies that have achieved turnover despite the turbulence of business environment.	Susta The It envir
Outstanding CSR AWARD The Italian and the Chinese companies which made differences within community or society.	Innov The It in inn
White Panda Award The Italian and the Chinese companies which contributed in holding Winter Olympic Games.	BRI A The It achie bilate

untry Promotion Panda Award (Italy/China)

e Italian and the Chinese companies that stimulated cal consumption, and promoted their country excellence.

stainability Green Panda Award

e Italian and the Chinese companies which have vironmental-friendly initiatives.

novation Award

e Italian and the Chinese companies which have invested innovation, research and technological development.

I Award

e Italian and the Chinese companies which have hieved successful partnership and contributed in ateral economy.





HOW TO PARTICIPATE

Apply as contestants within 30th April

Apply as Sponsors

- Sponsorship packages
- Lucky draw
- Goodie bags
- Food and Beverage

Book a corporate table or single tickets





SPONSORSHIP PACKAGE

- **Supporting Sponsor 88,000**
 - **Diamond Sponsor 60,000**
 - Gold Sponsor 45,000
 - Silver Sponsor 35,000





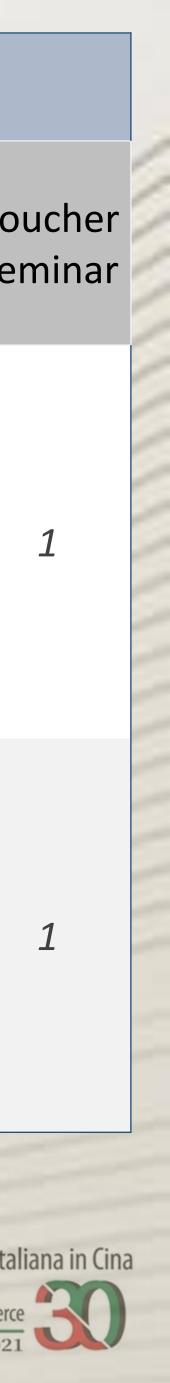
Туре	Event	Privilege	During Event Promotion		After Event Promotion & Benefits		
	Corporate Table (10 seats)	Lucky draw Ticket	Company Intro On Booklet	During Event Exposure	ADV	Media Coverage	Discount Event Organization
SUPPORTING SPONSOR (CNY 88,000)	VIP table (1)	25	Two Pages	 Appreciation nomination (by chairman) Logo display(major position): backdrop (invitation Lucky draw ticket Signage board Company branded Stand in the foyer Video projection (if any) Company branded gadgets in goodie bags 	 Logo on Newsletter (12 months) Logo on website (12 months) EDM (1) 	Chinese Mainstream Media <u>Focused</u> Report (3)	Free
DIAMOND SPONSOR (CNY 60,000)	Primary table (1)	20	One Page	 Appreciation nomination (by MC) Logo display(primary position): 1. backdrop 2. invitation Lucky draw ticket Signage board Company branded gadgets in goodie bags 	 Logo on Newsletter (10 months) Logo on website (10 months) 	Chinese Mainstream Media <u>Focused</u> Report (1)	50%





Туре	Event Privilege		During Event Promotion		After Event Promotion & Benefits			
	Corporate Table (10 seats)	Lucky draw Ticket	Company Intro On Booklet	During Event Exposure	ADV	Media Coverage	Discount Event Organization	Vou Ser
GOLD SPONSOR (CNY 45,000)	Central table (1)	15	One Page	 Appreciation nomination (by MC) Logo display(central position): 1. backdrop 2. invitation 3. Lucky draw ticket 4. Signage board Company branded gadgets in goodie bags 	 Logo on Newsletter (6 months) Logo on website (6 months) 	Chinese Mainstream Media <u>collective</u> Report (1)	15%	
SILVER SPONSOR (CNY 35,000)	Standard table (1)	10	Half Page	 Appreciation nomination (by MC) Logo display(standard position): 1. backdrop invitation Lucky draw ticket Signage board Company branded gadgets in goodie bags 	 Logo on Newsletter (3 months) Logo on website (3 months) 	Chinese Mainstream Media <u>Collective</u> Report (1)	10%	





EVENT PREVILEDGE

SUPPORTING SPONSORSHIP 88,000 CNY

- One table (10 seats) **VIP** position
- 25 Lucky draw tickets

DIAMOND **SPONSORSHIP**

60,000 CNY

EVENT PREVILEDGE

- One table (10 seats) primary position
- 20 Lucky draw tickets

DURING EVENT PROMOTION

- Appreciation nomination (by chairman)
- Two pages introduction on booklet
- Logo display(major position):
 - 1. backdrop
 - 2. invitation
 - 3. Lucky draw ticket
 - 4. Signage board
- Company branded Stand in the foyer
- Video projection
- Company branded gadgets in goodie bags

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DURING EVENT PROMOTION

- Appreciation nomination (by MC)
- One page introduction on booklet
- Logo display(primary position):
 - 1. backdrop
 - 2. invitation
 - 3. Lucky draw ticket
 - 4. Signage board
- Company branded gadgets in goodie bags

AFTEREVENT PROMOTION & BENEFITS

- Logo on Newsletter (12 months)
- Logo on website (12 months)
- Chinese Mainstream Media Focused Report (3)
- Free of charge on CICC event organization service fee
- 3 CICC seminar vouchers
- 1 EDM

AFTEREVENT PROMOTION & BENEFITS

- Logo on Newsletter (10 months)
- Logo on website (10 months)
- Chinese Mainstream Media Focused Report (1)
- 50% discount on CICC event organization service fee
- 2 CICC seminar vouchers



EVENT PREVILEDGE

GOLD **SPONSORSHIP** 45,000 CNY

- One table (10 seats) central position
- 15 Lucky draw tickets

EVENT PREVILEDGE

• One table (10 seats) standard position

• 10 Lucky draw tickets

SILVER SPONSORSHIP

35,000 CNY

DURING EVENT PROMOTION

- Appreciation nomination (by MC)
- One page introduction on booklet
- Logo display (central position):
 - 1. backdrop
 - 2. invitation
 - 3. Lucky draw ticket
 - 4. Signage board
- Company branded gadgets in goodie bags

AFTEREVENT PROMOTION & BENEFITS

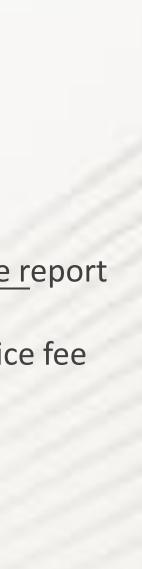
- Logo on Newsletter (6 months)
- Logo on website (6 months)
- Chinese Mainstream Media collective report (1)
- 15% on CICC event organization service fee
- 1 CICC seminar vouchers

DURING EVENT PROMOTION

- Appreciation nomination (by MC)
- Half page introduction on booklet
- Logo display (standard position):
 - 1. backdrop
 - 2. invitation
 - 3. Lucky draw ticket
 - 4. Signage board
- Company branded gadgets in goodie bags

AFTEREVENT PROMOTION & **BENEFITS**

- Logo on Newsletter (3 months)
- Logo on website (3months)
- Chinese Mainstream Media collective Report (1)
- 10% discount on CICC event organization service fee
- 1 CICC seminar vouchers



PRODUCT SPONSORSHIP

BENEFIT

F&B (full product sponsor for 500/550 guests

Logo on all the event communication mater

Product(s)corner with tasting in the foye

Product display and moment focus during ceremony(exclusive to wine and water spons

Thanking on the stage

Application deadline: April 26th

:s)	Lucky Draw	Goodie Bag (qty.550)
erials	Top three prizes delivered on the stage(selected according to value)	Logo on event totems, event booklet(only logo), and projected during the event
er	Logo on CICC e-newsletter (3 months)	Thanking on the stage
the nsors)	Logo on the lucky draw tickets and event booklet, event totems and projected during the event	
	Thanking on the stage	



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RESERVATIONS

To book your corporate table or to reserve your seat, please send an email to sh.gala@cameraitacina.com

Single ticket:

- Member 1,300 CNY ullet
- Non-Member 1,500 CNY lacksquare

Corporate Table (with logo, 10 pax):

- Member: 12,000 ullet
- Non Member: 14,000 lacksquare

We look forward to seeing you soon.



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VENUE

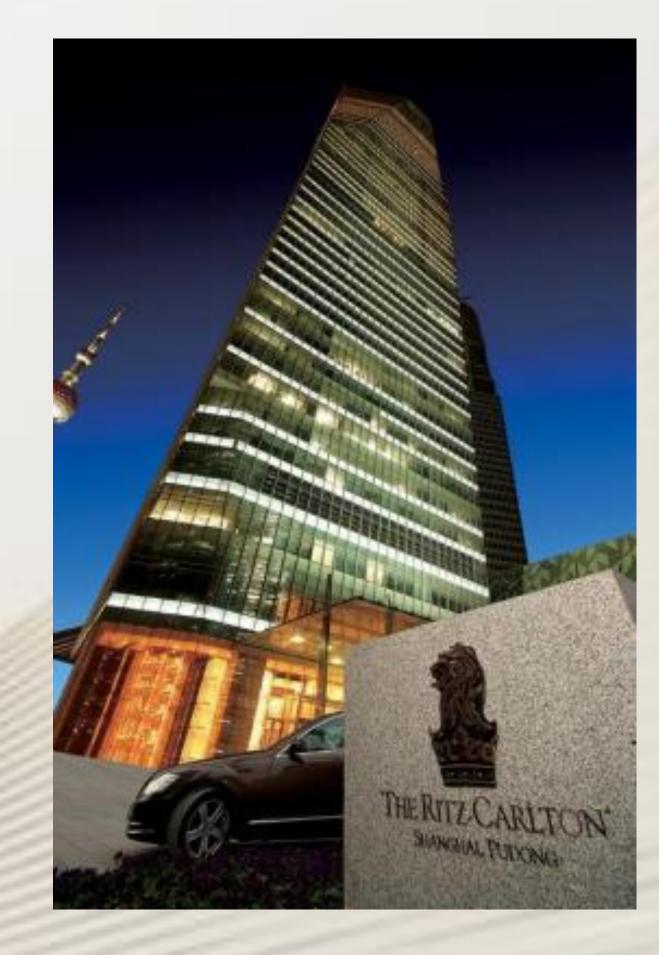
RITZ CARLTON PUDONG 浦东丽思卡尔顿

No.8, Century Avenue, Pudong district, Shanghai, China 中国 上海 浦东 世纪大道8号

Contact : 021-202018888









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CONTACT US

If you are interested in becoming partner of the Awarding Ceremony 2021 and need more details on our offers, feel free to contact:

China-Italy Chamber of Commerce

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