



# PANDA D'ORO AWARDING CEREMONY

11<sup>th</sup> EDITION

**2021** 上海意大利盛宴金熊猫中国颁奖典礼

SHANGHAI

JUNE 7<sup>th</sup> 2021  
RITZ CARLTON PUDONG



## ABOUT PANDA D'ORO AWARD

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ORGANIZED BY THE CHINA-ITALY CHAMBER OF COMMERCE, THE “PANDA D'ORO AWARD – 11<sup>TH</sup> 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 7<sup>TH</sup> 2021, AT RITZ CARLTON PUDONG.**



# DECADE OF SUCCESS



2014



2017



2015



2018



2019



# HIGHLIGHTING MOMENTS





# ITALIAN CUISINE

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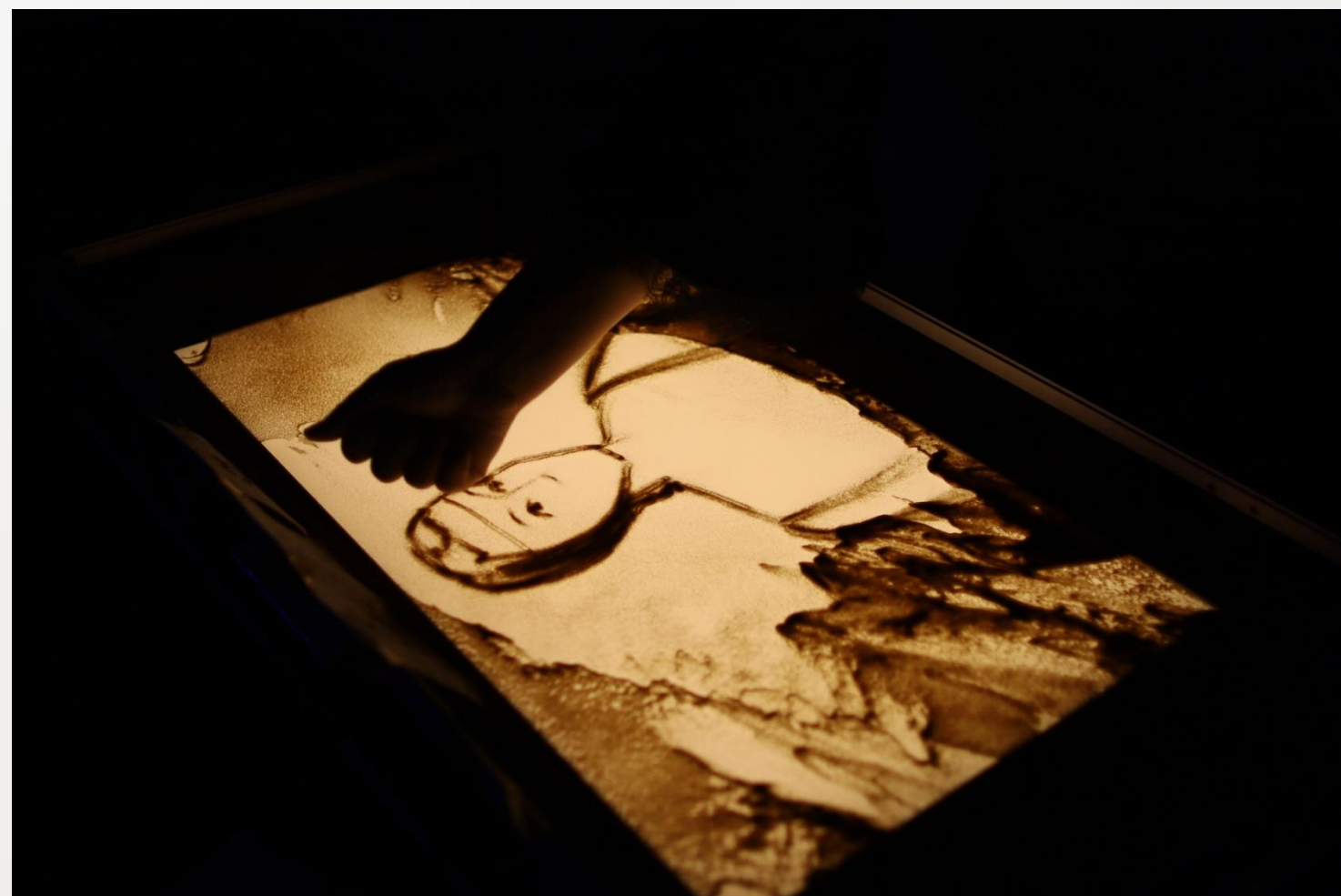
# VIP GUESTS





# ENGAGING PERFORMANCES

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# AWARDED ENTERPRISES







[\*\*Click to view video 2019\*\*](#)



# MEDIA COVERAGE

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\\_premio\\_alle\\_azienze\\_italiane\\_in\\_cina-168416019/](https://www.repubblica.it/economia/2017/06/18/news/panda_d_oro_premio_alle_azienze_italiane_in_cina-168416019/)
- <https://st.ilsole24ore.com/art/mondo/2016-06-23/panda-d-oro-ecco-premi-eccellenze-italiane-cina-134256.shtml?uuid=ADo9Jah>





## OUR SPONSORS

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**SAVINO DEL BENE**  
Global Logistics and Forwarding Company



**CAMPARI  
GROUP**



**Ermenegildo Zegna**



**The Wellness Company**





# FOOD & BEVERAGE SPONSOR SHOWCASE



Reference : <https://www.oleariaclemente.it/eventi/panda-doro-premio-alle-aziende-italiane-in-cina/>



# PANDA D'ORO 2021 PRIZE CATEGORY

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## **Panda d'Oro award**

*The Italian and the Chinese companies which have been successful in investing in Italy or in China, generated outstanding economic performance in 2020(comparing to 2019).*

## **Resilience Award**

*The Italian and the Chinese companies that have achieved turnover despite the turbulence of business environment.*

## **Outstanding CSR AWARD**

*The Italian and the Chinese companies which made differences within community or society.*

## **White Panda Award**

*The Italian and the Chinese companies which contributed in holding Winter Olympic Games.*

## **Country Promotion Panda Award (Italy/China)**

*The Italian and the Chinese companies that stimulated local consumption, and promoted their country excellence.*

## **Sustainability Green Panda Award**

*The Italian and the Chinese companies which have environmental-friendly initiatives.*

## **Innovation Award**

*The Italian and the Chinese companies which have invested in innovation, research and technological development.*

## **BRI Award**

*The Italian and the Chinese companies which have achieved successful partnership and contributed in bilateral economy.*



# HOW TO PARTICIPATE

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**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

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**Supporting Sponsor 88,000**

**Diamond Sponsor 60,000**

**Gold Sponsor 45,000**

**Silver Sponsor 35,000**



Type	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	Voucher Seminar
<b>SUPPORTING SPONSOR (CNY 88,000)</b>	VIP table (1)	25	Two Pages	<ul style="list-style-type: none"> <li>• <b>Appreciation nomination ( by chairman)</b></li> <li>• <b>Logo display</b>(major position): 1. backdrop (</li> <li>2. invitation</li> <li>3. Lucky draw ticket</li> <li>4. Signage board</li> <li>• <b>Company branded Stand in the foyer</b></li> <li>• <b>Video projection (if any)</b></li> <li>• <b>Company branded gadgets in goodie bags</b></li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Newsletter (12 months)</li> <li>• Logo on website (12 months)</li> <li>• EDM (1)</li> </ul>	Chinese Mainstream Media Focused Report (3)	Free	3
<b>DIAMOND SPONSOR (CNY 60,000)</b>	Primary table (1)	20	One Page	<ul style="list-style-type: none"> <li>• <b>Appreciation nomination ( by MC)</b></li> <li>• <b>Logo display</b>(primary position): 1. backdrop</li> <li>2. invitation</li> <li>3. Lucky draw ticket</li> <li>4. Signage board</li> <li>• <b>Company branded gadgets in goodie bags</b></li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Newsletter (10 months)</li> <li>• Logo on website (10 months)</li> </ul>	Chinese Mainstream Media Focused Report (1)	50%	2



Type	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	Voucher Seminar
<b>GOLD SPONSOR (CNY 45,000)</b>	Central table (1)	15	One Page	<ul style="list-style-type: none"> <li>• <b>Appreciation nomination ( by MC)</b></li> <li>• <b>Logo display</b>(central position): 1. backdrop 2. invitation 3. Lucky draw ticket 4. Signage board</li> <li>• <b>Company branded gadgets in goodie bags</b></li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Newsletter (6 months)</li> <li>• Logo on website (6 months)</li> </ul>	Chinese Mainstream Media <u>collective</u> Report (1)	15%	1
<b>SILVER SPONSOR (CNY 35,000)</b>	Standard table (1)	10	Half Page	<ul style="list-style-type: none"> <li>• <b>Appreciation nomination ( by MC)</b></li> <li>• <b>Logo display</b>(standard position): 1. backdrop 2. invitation 3. Lucky draw ticket 4. Signage board</li> <li>• <b>Company branded gadgets in goodie bags</b></li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Newsletter (3 months)</li> <li>• Logo on website (3 months)</li> </ul>	Chinese Mainstream Media <u>Collective</u> Report (1)	10%	1



# SUPPORTING SPONSORSHIP

88,000 CNY

## EVENT PREVILEDGE

- One table (10 seats) VIP position
- 25 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

## 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

# DIAMOND SPONSORSHIP

60,000 CNY

## EVENT PREVILEDGE

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

## 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 (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



45,000 CNY

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

- 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

- 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

35,000 CNY

- One table (10 seats) standard position
- 10 Lucky draw tickets

- 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

- 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

	F&B (full product sponsor for 500/550 guests )	Lucky Draw	Goodie Bag (qty.550)
BENEFIT	Logo on <u>all</u> the event communication materials	Top three prizes delivered on the stage(selected according to value)	Logo on event totems, event booklet(only logo), and projected during the event
	Product(s)corner with tasting in the foyer	Logo on CICC e-newsletter (3 months)	Thanking on the stage
	Product display and moment focus during the ceremony(exclusive to wine and water sponsors )	Logo on the lucky draw tickets and event booklet, event totems and projected during the event	
	Thanking on the stage	Thanking on the stage	

Application deadline: April 26<sup>th</sup>



# RESERVATIONS

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To book your corporate table or to reserve your seat, please send an email to [sh.gala@cameraitacina.com](mailto:sh.gala@cameraitacina.com)

## **Single ticket:**

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

## **Corporate Table** (with logo, 10 pax):

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

**We look forward to seeing you soon.**



# VENUE

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## 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





## CONTACT US

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

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