



SINO-SWISS BUSINESS AWARDS 2025 AND THE 75 YEARS ANNIVERSARY CELEBRATION



THIS YEAR UNIQUENESS BUSINESS AWARD

75 Gala Dinner celebration of the 75 years anniversary of the Sino Swiss
Bilateral Relationship



High Level Potential VIP Guests


EXCLUSIVE

Legacy Award: it celebrates companies that have maintained operations in China for over 20 years. This award is non-competitive—every company that meets the criteria will be recognized.

Online Application link: <https://swisscham.awardsplatform.com/>

ABOUT SINO-SWISS BUSINESS AWARDS 2025

Timeline of the event preparation

ONLINE APPLICATION PLATFORM
APPLY NOW

<https://swisscham.awardsplatform.com/>

FEB-MAR



Pre Promotion

APR-MAY

Call for Applicants



Open applications to eligible businesses and individuals in the Sino-Swiss community. The Deadline for submissions is late May.

JUNE



2 Stops' Roadshows

Present your applications to a panel of judges. Following the presentations, in partnership with local government, a matchmaking event will be held to connect companies with potential partners.

JULY-AUGUST

Public Voting, Jury Evaluation and Nominees Announcement



Public voting opens on a designated platform, allowing the community to support their favorites candidates. The jury make final assessment based on predefined criteria, and Finalize the list of nominees.

END OF AUGUST



Awards Ceremony and Gala Dinner

75 years anniversary Gala Dinner Celebration & Award Ceremony for Winners

AWARD CATEGORIES

The SSBA will include 5 distinct award categories, each highlighting a specific industry and topic. These categories guarantee a comprehensive representation of various industries and ensure that both Small and Medium Enterprises (SMEs) and large companies (LC) have equal opportunities to be recognized separately. For the innovation award, Sustainable award, digital transformation award and talent development award, there will be two awards given, one for the large companies and another to an SME, further emphasizing fairness and inclusivity.

What is considered as a SME?
Less than 500 employees in China.

What is considered as a large company in China?
More than 500 employees in China.

1 INNOVATION PIONEER AWARD

This award recognizes Swiss companies and Start-up that demonstrate exceptional innovation in their products, services, or business processes, setting new standards and pushing boundaries.

- Innovation Pioneer Award for SMEs
- Innovation Pioneer Award for Large Companies

2 SUSTAINABLE DEVELOPMENT BUSINESS AWARD

This award celebrates Swiss companies that prioritize sustainable practices, demonstrating a commitment to environmental responsibility, social impact, and ethical business conduct.

- Sustainable Development Award for SMEs
- Sustainable Development for Large Companies

3 DIGITAL TRANSFORMATION AWARD

This award acknowledges companies that have successfully embraced digital transformation, leveraging technology to drive innovation, efficiency, and competitiveness.

- Digital Transformation Award for SMEs
- Digital Transformation Award for Large Companies

4 TALENT DEVELOPMENT AWARD

This award celebrates Swiss companies that foster a culture of talent development, diversity, and inclusion, creating an environment that attracts, nurtures, and retains top talent.

- Talent Development Award for SMEs
- Talent Development Award for Large Companies

5 SINO-SWISS PARTNER AWARD

This award recognizes a Chinese partner that has demonstrated exceptional performance and collaboration with Swiss businesses, contributing significantly to the strengthening of Sino-Swiss economic, cultural, and technological ties.



Exclusive award for all the Swiss Companies that are 20+ years in China

What is the Legacy Award?

The Legacy Award celebrates companies that have maintained operations in China for over 20 years. This award is non-competitive—every company that meets the criteria will be recognized. This award is planned once every 10 years.

What do you gain?



All eligible companies that apply will be honored with the Legacy Award.



A customized banner showcasing either a significant accomplishment in China or the company's history in the country. This banner will be prominently displayed during the Swiss-Sino Business Forum (SSBF) in Shanghai and the Swiss-Sino Business Awards (SSBA).

What are the Criteria's?

- **Years of Operation:** The company must have maintained a presence in China for at least 20 consecutive years. This includes years as a wholly owned subsidiary, or a representative office, provided there is evidence of continuous and significant operations.
- **Swiss Connection:** The company must have a clear association with Switzerland, such as being Swiss-owned or Swiss-managed.

How will the showcase be like and do I need to do?

At the Sino-Swiss Business Forum (formerly the Swiss Ball) in Shanghai and the Sino-Swiss Business Award in Beijing, all companies applying for the Legacy Award will be showcased through an exhibition and a digital version during the Roadshow. Each participating company will be required to create a banner (specifications to follow) highlighting their greatest achievement in China or their history in the country. Please refer to the picture below for reference.



THE ROADSHOW

A chance to win a competitive advantage against the other applicants

What is the Roadshow?

The Roadshow brings all applicants together, offering a platform to exchange ideas, network, and showcase their projects.



Companies will present their applications to a panel of judges and fellow participants, gaining a competitive advantage.



Following the presentations, in partnership with local government, a matchmaking event will be held to connect companies with potential partners. The purpose is to facilitate collaboration between foreign and domestic companies and foster mutually beneficial business relationship.

Where is the Roadshow?

The location for the Roadshow will be announced in May. It will depend on the award(s) you have applied for. Please note that if you have applied for two awards, you may need to attend Roadshows at two different locations in China.

When is the Roadshow?

The location of the Roadshow will be announced in May but the presentation will be in June.



SSBA 2023 Roadshow

WARM UP EVENT ON SINO-SWISS BUSINESS FORUM IN SHANGHAI

The warm-up event serves as the official launch for the SSBA, which will take place during the Sino-Swiss Business forum in Shanghai on **May 15**. This pre-event sets the stage for the awards by bringing together past winners, prospective participants, and stakeholders, providing an opportunity to highlight key achievements, establish expectations, and foster excitement leading up to the awards ceremony.

It also acts as a platform to showcase winners of the previous edition (2023) + applicant of the legacy award, celebrating their success stories and providing them with continued recognition for their contributions to the Swiss and Chinese business ecosystems.

5 VOTING APP

Extra exposure and win the heart of the public

This year, the final results will not only be determined by the quality of your application and presentation but also by the amount of support you receive through voting. Using a WeChat mini program, you will be able to showcase your application and encourage the public to vote for their favorite companies.



Browse the nominee



Cast your vote

How does it work for the applicant?



Share with us your logo



Provide a brief text highlighting your application and what makes it unique.



Share a graphic that summarizes your application (TBC).



150K+
TOTAL VOTES

396K+
TOTAL VIEWS

This groundbreaking feature will also significantly amplify the visibility of our sponsors, as their presence will be prominently showcased on the app, reaching thousands of potential voters.

6 THE GALA DINNER

Celebrating 75th anniversary of the establishment of Sino Swiss diplomatic relations and the winner of the SSBA

During this year's Gala Dinner, we will celebrate the nominees and winners of the SSBA, while also marking the main celebration of the 75th anniversary of the Sino-Swiss Bilateral Relationship.

75

Official celebration of the 75 years
anniversary of the Sino Swiss Bilateral
Relationship



Gala Dinner

SPONSOR



brand visibility among a high-profile audience

75

Your logo with the 75th year anniversary logo together



High level official roundtable possibility

SPONSORSHIP PACKAGES

Seat at one of the VIP tables

Award naming

Pre/post event promotion

Booth, Banner

Online and offline logo exposure

Marketing in program e-booklet

Oral recognition

Marketing video during the gala night

Free Seats at the gala dinner

Named table

Goodie bag insert

Official partner of the roadshow

Marketing video at the roadshow event

Company logo on the public voting APP

Mention and logo exposure in the press release

Diamond

199,900

Platinum

149,900

Gold

99,900

Silver

49,900

✓

✓

✓

2booths+2banners

Extra large logo

2 pages

✓

45 sec

10

✓

✓

Extra large logo

45 sec

✓

✓

✓

-

✓

1booth+1banner

Large logo

1 page

✓

30 sec

10

✓

✓

Large logo

30 sec

✓

✓

-

-

✓

1booth or 1banner

Medium logo

1/2 page

✓

15 sec

10

✓

✓

Medium logo

15 sec

✓

✓

-

-

✓

-

Small logo

-

✓

-

5

-

✓

Small logo

-

✓

✓

PAST SPONSORS



HOW TO APPLY

ONLINE APPLICATION PLATFORM

APPLY NOW



1

Choose the category

Please choose the award category you would like to apply for and fill in the relevant SSBA 2025 Application Form. This year the application will be done online with a very easy to use software.

Besides the legacy award, companies can **maximum** apply **two** awards categories.

2

fill in the form

Fill out the corresponding part in the Online APPLICATION before **Friday, May 30th, 2025**.

Application procedure will be shared in the end of March

NOMINEE SELECTION

During the month of July and August a jury consisting of 9 people will then evaluate those criteria and depending on the result your company might be selected as one of the 3 remaining nominees in your chosen award category.



Fill the online application form

- 4 members from SwissCham, Swissnex, Swiss Embassy and Swiss Business Hub.
- 5 individuals from renowned universities, authors, or business journalists, each one specializing in one award category.



How is your score calculated?

20%

Voting APP

10%

Roadshow Presentation

70%

Online Application

TERM AND CONDITION

1. Each applicant must be Sino-Swiss related.
2. Entries must be in English.
3. All questions in the application form must be answered truthfully and comply with the criteria.
4. Companies, organizations can enter in two award categories maximum.
5. Each application will be judged by an independent Jury.
6. All information received with the application will be treated confidentially by SwissCham Beijing and the judges.
7. The SSBA organizers reserve the right to withdraw any award, or reject any application or content that is not in line with the terms & conditions.

TERMS AND CONDITIONS FOR LEGACY AWARD

1. Any Swiss company operating in China for a minimum of 20 years.
2. Applications are open to all industries, including manufacturing, finance, technology, hospitality, and more.
3. Any Swiss company achieves, contribute to the Sino-Swiss business ecosystem, notable projects or case studies.
4. Non-competitive award: every company that meets the criteria will be recognized.
5. Companies with significant contributions to their industry or community