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# SINO+ SWISS Anniversary Business Awards

## 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.

# ABOUT SINO-SWISS BUSINESS AWARDS 2025

## *Timeline of the event preparation*

ONLINE APPLICATION PLATFORM

APPLY NOW



**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



# 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

swisscham.org

# SINO+ SWISS Anniversary Business Awards

## 中瑞商业大奖 2025 中瑞建交75周年庆典



## 今年的独特商业大奖

75

庆祝中瑞建交75周年晚宴



拟邀高级别贵宾

EXCLUSIVE

**传承奖:** 表彰在中国持续经营超过20年的瑞士企业。这个奖项是非竞争性的，所有符合标准的公司都会被认可。

# 关于中瑞商业大奖2025

## 活动准备时间线

线上申请平台

即刻申请



2月-3月

 前期推广

4月-5月

开放申请 


向中瑞社区符合条件的企业和个人开放申请。  
提交截止日期为5月底。

6月

 两站路演

向评审团展示您的申请。展示结束后，将与当地政府合作举办合作洽谈会活动，帮助企业与潜在合作伙伴建立联系。

7月-8月

陪审团评估、公众投票、  
公布入围名单 

公众投票将在指定平台上开放，让社群成员可以支持他们最喜欢的候选人。

评审团将根据预定标准进行最终评估，并确定提名名单。

8月底

 颁奖盛典及晚宴

75周年庆典晚宴暨获奖名单

# 奖项类别

中瑞商业大奖（SSBA）将包括5个独特的奖项类别，每个类别都聚焦于特定的行业 and 主题。这些奖项类别涵盖了各个行业的方方面面，并分别为中小企业（SME）和大型企业（LC）提供平等的获奖机会。在创新奖、可持续奖、数字化转型奖和人才发展奖的类别中，将分别设立两个奖项，一个授予大型企业，另一个授予中小企业，进一步体现公平性和包容性。

**中小型企业定义**  
中国雇员少于500人

**大型企业定义**  
中国雇员超过500人

## 1 创新先锋大奖

该奖项表彰公司和初创企业，在产品、服务或业务流程方面展现出卓越的创新能力，树立新的标准并突破界限。

- 中小型企业创新先锋大奖
- 大型企业创新先锋大奖

## 2 可持续发展大奖

该奖项表彰那些优先考虑可持续性实践的公司，展现出对环境责任、社会影响和道德商业行为的承诺。

- 中小型企业可持续发展大奖
- 大型企业中小企业可持续发展大奖

## 3 数字化转型大奖

该奖项表彰那些成功实施数字化转型的公司，利用技术推动创新、提高效率和竞争力。

- 中小企业数字化转型大奖
- 大型企业数字化转型大奖

## 4 人才发展大奖

该奖项表彰那些培育人才发展、多样性和包容性文化的公司，打造一个吸引、培养和留住顶尖人才的环境。

- 中小企业人才发展大奖
- 大型企业人才发展大奖

## 5 中瑞合作伙伴大奖

该奖项将表彰与瑞士企业合作卓越的中国合作伙伴，嘉奖其在加强中瑞经济、文化和技术纽带方面的杰出表现与贡献。





## 2 传承奖



专为在中国运营超过20年的瑞士公司设立的独家奖项

### 传承奖释义

传承奖旨在表彰在中国连续运营超过20年的公司。这是一个非竞争性奖项——所有符合标准的公司都将获得认可。该奖项计划每10年颁发一次。

### 收获



所有符合条件的申请公司都将获此殊荣。



独立展区将展示公司在中国的重大成就或发展历程。展览将在上海的中瑞商务论坛（SSBF）和中瑞商业大奖（SSBA）现场隆重展出。

### 评选标准

- **运营年限:** 公司必须在中国连续运营至少20年。包括全资子公司或代表处，只要有持续和重要运营的证据即可。
- **与瑞士的相关性:** 公司必须与瑞士有明确关联，例如瑞士所有或瑞士管理。

### 展示形式及要求

在上海的中瑞商务论坛（前身为瑞士舞会）和北京的中瑞商业大奖上，所有申请传承奖的公司将在展览中展示，同时将在路演期间进行线上展示。

每家参展公司需根据要求（后续提供具体规格）制作一张海报，展示其在中国的最大成就或发展历史。示例请参考以下图片。



获得竞争优势，以在众多申请者中脱颖而出

### 路演介绍

路演将所有申请者聚集在一起，提供一个交流思想、建立联系和展示项目的平台。



公司将向评审团和其他参与者展示他们的申请，从而获得竞争优势。



在演示结束后，将与地方政府合作举办一个合作洽谈会活动，以帮助公司与潜在合作伙伴建立联系。

### 路演地点

路演地点将在5月公布。具体地点将取决于您申请的奖项类别。请注意，如果您申请了两个奖项，可能需要参加中国不同地点的两场路演活动。

### 路演时间

路演时间将于5月官宣，路演展示将于6月进行。



SSBA 2023 路演

## 上海中瑞商业论坛预热活动

预热活动将作为中瑞商业大奖的正式启动仪式，于5月15日在上海的中瑞商务论坛期间举行。作为颁奖活动的前奏，此活动汇聚了往届获奖者、奖项申请者及相关利益方，为突出关键成就、明确预期并激发对颁奖典礼的热情提供了一个理想的平台。

预热活动也是一个展示2023年获奖者及传承奖申请者的平台，庆祝他们的成功故事，并持续认可他们对中瑞商业生态系统的贡献。

## 5 投票小程序

额外曝光，赢得公众的支持

今年，除了由瑞士大使馆代表和专家组成的传统评审团外，自上届SSBA推出了全新投票应用程序，以便公众也有机会投票并选择最佳的申请。



浏览申请者



投票

### 申请者如何参与



分享企业Logo



提供一段简短文字，突显您的申请亮点及其独特之处。



分享一张概述您申请内容的图表（待确认）。



150K+

总票数

396K+

访问量

这个突破性的功能还将大幅提升赞助商的知名度，贵公司品牌将通过应用程序显著展示，触达成千上万潜在投票者。

## 6 晚宴

中瑞建交75周年庆典晚宴暨中瑞商业大奖颁奖盛典

在今年的晚宴上，我们将共同庆贺SSBA的提名者和获奖者，同时庆祝中瑞建交75周年。

75

中瑞建交75周年官方庆典



晚宴

# 赞助商



在高端观众中提高品牌曝光度

# 75



品牌标志将与中瑞建交75周年纪念标志共同展示

参与高级别官方圆桌会议的机会

## 赞助方案

### VIP桌席位

### 奖项冠名

### 活动前后宣传推广

### 展台、易拉宝

### 线上线下logo展示

### 活动电子手册广告页

### 口头致谢

### 颁奖典礼宣传视频展示

### 晚宴免费席位

### 包桌

### 礼品袋广告植入

### 路演官方合作伙伴

### 路演活动广告宣传片

### 公共投票程序公司广告横幅展示

### 新闻稿中提及+logo展示

钻石 199,900	白金 149,900	黄金 99,900	白银 49,900
✓	✓	-	-
✓	-	-	-
✓	✓	✓	✓
2展台+2易拉宝	1展台+1易拉宝	1展台 或 1易拉宝	-
超大号 logo	大号 logo	中号 logo	小号 logo
2 页	1 页	1/2 页	-
✓	✓	✓	✓
45 sec	30 sec	15 sec	-
10	10	10	5
✓	✓	✓	-
✓	✓	✓	✓
超大号 logo	大号 logo	中号 logo	小号 logo
45 秒	30 秒	15 秒	-
✓	✓	✓	✓
✓	✓	✓	✓

## 往届赞助商





# 申请流程

线上申请平台

即刻申请



1

## 选择奖项类别

请选择您希望申请的奖项类别，并填写相应的SSBA 2025申请表。今年的申请将通过一款非常易用的在线软件完成。

除传承奖外，每家公司**最多可申请两个**奖项类别。

2

## 填写表格

请在**2025年5月30日（星期五）**之前完成在线申请表中的相关部分填写。

**具体申请流程将于3月底公布**

# 提名评选

在7月至8月期间，由9人组成的评委会将根据评选标准进行评估。根据评审结果，您的公司可能会成为所选奖项类别的3个最终提名者之一。



## 评委会组成

- 四位来自中国瑞士商会、瑞士科技文化中心、瑞士驻华大使馆和瑞士贸易与投资处的成员。
- 五位来自知名大学、权威或商业记者的专家，每人专注于一个奖项类别。



## 评分占比

**20%**

公众投票

**10%**

路演展示

**70%**

在线申请

# 条款与条件

1. 所有申请者必须与中瑞相关。
2. 申请内容必须使用英语填写。
3. 申请表中的所有问题必须如实回答，并符合评选标准。
4. 公司、组织最多可申请两个奖项类别。
5. 每份申请将由独立评审团进行评估。
6. 中国瑞士商会北京及评审团将对申请中收到的所有信息严格保密。
7. SSBA主办方保留撤销任何奖项或拒绝任何不符合条款与条件的申请或内容的权利。

# 传承奖条款及条件

1. 任何在中国运营至少20年的瑞士公司。
2. 申请面向所有行业，包括制造业、金融业、科技、酒店业等。
3. 任何为中瑞商业生态系统作出突出贡献的瑞士公司，包括显著项目或案例研究。
4. 传承奖为非竞争性奖项，所有符合标准的公司都将被认可。
5. 在其行业或社区内作出重要贡献的公司。