

 **European**
 **Business**
 **Awards™**

Sponsored by



WHAT MAKES **YOU** GREAT?

RECOGNISING **SUCCESS, INNOVATION AND ETHICS**



The European Business Awards

The European Business Awards, sponsored by global audit, tax and consulting network, RSM, exist to recognise and reward excellence, best practice and innovation in companies across Europe. It is the showcase of Europe's skills, achievements and innovation in the field of business. It provides the benchmark, inspiration and example for all others and it is a hallmark of excellence. The European Business Awards recognise business excellence from all industry sectors, embracing businesses of all sizes and ages and from all European countries.

EVERY SUCCESSFUL COMPANY HAS UNIQUE
SKILLS AND CHARACTERISTICS THAT MAKE IT
GREAT. FROM PEOPLE TO PROCESSES, FROM
IDEAS TO PRODUCTS.

HIGH PROFILE

The European Business Awards sponsored by RSM is high profile. The 2014/15 competition generated widespread global media coverage, leading to over 5,000 items of coverage across digital media, business wires, print, broadcast and social media, reaching millions of business people and resulting in a PR value of over €17million. Coverage included Reuters, Bloomberg, Euronews, Yahoo Finance, ANSA.it, The Financial Times, Europa Press, Le Journal des Entreprises, eEcomonista, Finanzen.net, Wall Street Online and many other leading European titles. In the 2014/15 competition, all EU member markets were represented plus Turkey, Norway, Switzerland, Serbia and the Former Yugoslav Republic of Macedonia. Their combined revenue exceeded €1.2 trillion employing over 2.5 million people.

To have the opportunity to represent your nation, receive a coveted 2016/17 Ruban d'Honneur or perhaps win a European Business Award enter your organisation now. Visit: www.businessawardseurope.com

"I think it is important that we showcase our most exceptional businesses, share knowledge and generate debate around the creation of a stronger European business community. The European Business Awards does just that."

KAREL DE GUCHT
FORMER EUROPEAN COMMISSIONER FOR TRADE



About the Awards

The competition is **FREE** to enter and open to organisations of all sizes and from any industry sector. The European Business Awards programme serves three purposes for the European business community:

- 1 It provides examples for the business community to aspire to**
- 2 It celebrates and endorses individual and organisational success**
- 3 It provides case studies and content for learning from these exceptional organisations**

Supporters and judges of the European Business Awards have included **Yves Leterme**, former Belgium Prime Minister; **Karel De Gucht**, former European Commissioner for Trade; **Wim Kok**, former Dutch Prime Minister; **Gilbert Ghostine**, Managing Director, Diageo Continental Europe; **Professor Gilbert Lenssen**, President, European Academy for Business in Society; **Malcolm Scott**, British Consul-General to Düsseldorf; **Flemming Lindeløv**, CEO, Deltaq (former CEO of Carlsberg) and **Alfonso Pecoraro Scanio**, former Minister of the Environment, Italy.

The rigorous and well respected judging process has established the European Business Awards as one of the most sought after accolades in Europe. Representing your country and being awarded a Ruban d'Honneur brings respect and admiration from the business community.

The European Business Awards is a predominately self funding venture set up and run with the support of forward thinking organisations including: RSM (Lead sponsor), UK Trade & Investment (UKTI), ELITE and PR Newswire. Our supporters believe it is important to promote and endorse business success across Europe for our long-term prosperity.

AN INNOVATIVE, STRONG AND THRIVING
BUSINESS COMMUNITY MAKES A SUCCESSFUL
AND PROSPEROUS EUROPE.

LANGUAGE

Research showed that English is recognised as the prevailing and most widely understood second language in use in business across Europe. As such, the entire Awards programme – the entry and judging processes and the Awards ceremony – will be conducted in the English language.

GUIDING PRINCIPLES OF THE AWARDS

SUCCESS – The demonstration of commercial success in the relevant market or sector.

INNOVATION – The pursuit of performance improvement and development, from products through to processes.

ETHICS – Demonstration of conduct that respects legislation, the environment and the rights of all stakeholders.

Why Enter?

- Entering the European Business Awards sponsored by RSM tells all stakeholders, customers and employees how **confident and proud** you are of your achievements.
- Businesses get to **represent** their nation.
- Recipients of the Ruban d'Honneur join an **elite group** of businesses holding this respected and coveted accolade.
- Recognition and success in the competition brings **high levels of exposure** and acclaim for your organisation.
- Entering the Awards enables you to **associate and align** with Europe's commercial elite.
- Success in the Awards offers **extensive networking, business opportunities, interaction and learning** with Europe's most successful businesses.

The Awards Process



IF YOUR COMPANY IS DOING SOMETHING GREAT,
YOU SHOULD **SHOUT ABOUT IT!**

"The Awards' return on investment is priceless. The judging process, anticipation and excitement culminate during one of the finest evenings I have had the privilege of sharing with my peers. Overall it has been a very exciting and rewarding investment of our time."

CHARLES QUINN
FORMER DIRECTOR, DELL CORPORATION

How to Enter?

Entering the Awards is **FREE** and you can enter up to three categories. Identify the category or categories you wish to enter and simply go online at www.businessawardseurope.com and register to access the online entry forms. If you would like to know more or require any assistance, please contact the entries team on info@businessawardseurope.com, go to www.businessawardseurope.com/contact for your country contact or call or **+44 (0)20 7234 3535**.



Once registered you will receive an email confirmation of your user name for your profile page, where you can complete your entry form securely online. There is a dedicated member of the team to support you. All information will remain entirely confidential and will only be used in connection with the European Business Awards. **Final closing date for all completed entries is Friday 15 July 2016, but we recommend you complete this process as soon as possible.**

The first phase of selection is undertaken by a judging panel from 16-19 August 2016, that will rigorously identify up to 60 companies to represent their country. National Champions will be announced on Monday 5 September 2016 and will go through to the next round of the competition.



National Champions will be required to **submit a short video presentation** based on a simple template. This video will be submitted to the judging panel and be available online for a public vote. You can make the video in-house or use a production company of your choice. Alternatively, if you cannot make the video in-house or don't have a production company, a video production service can be arranged by the European Business Awards to assist National Champions to make their videos. We can connect you with a video production team in your region if you need support.

A second judging panel will view all entry forms and video presentations submitted by the National Champions to evaluate and identify the best organisations to be awarded Ruban d'Honneur status. These recipients will be announced on Tuesday 7 February 2017.



If you are selected as a Ruban d'Honneur recipient you will be invited to make a presentation, in person, to a panel of judges. The presentation, video and original written submission will be used by the judging panels to determine who the Category Award winners will be.

**WINNERS OF THE 2016/17 EUROPEAN
BUSINESS AWARDS WILL BE ANNOUNCED AT A
GALA AWARDS CEREMONY IN JUNE 2017.**

The Categories

THE RSM ENTREPRENEUR OF THE YEAR AWARD

Entrepreneurs are visionaries who are instrumental in the success of a business. Their tireless approach to enterprise expansion places them at the crux of the business. Understanding objectives, formulating ideas and making decisions are part and parcel of the role. This award recognises those special traits that make successful entrepreneurs so inspiring. (Open to Private Sector Companies).

THE BUSINESS OF THE YEAR AWARD (TURNOVER €0-25M, €26-150M AND €150M+)

This award will go to the outstanding company that best demonstrates exceptional financial returns, strong growth, innovation strategies and market leadership in its sector. Judges will look for evidence of inventiveness, ethical credentials, good stakeholder relationships and long-term planning balanced by the flexibility to deliver consistent results in dynamic market conditions. (Open to Private Sector Companies).

THE UKTI AWARD FOR INNOVATION

Innovative individuals and organisations drive the economy. Recognising the evolving nature of business, true innovators originate forward-thinking concepts to instigate improvement. This award acknowledges the importance of innovation as a strategy to influence ongoing business development. (Open to Private Sector Companies).

THE ELITE AWARD FOR GROWTH STRATEGY OF THE YEAR

International growth has enormous benefits for local and global economies. This Award will go to the organisation that best demonstrates an international organic growth strategy and that has achieved outstanding levels of improvement in sales, profit and market share. (Open to Private Sector Companies).

THE AWARD FOR ENVIRONMENTAL AND CORPORATE SUSTAINABILITY

As an evolving business approach, the Award for Environmental and Corporate Sustainability considers business operations in a social, cultural, economic and environmental context. Valuing consumer, employee and eco-friendly issues amongst their core values, these corporations operate transparently and actively nurture employee development. Winning models look beyond the legislative requirements and endeavour to improve a company's green credentials through innovation and moral modernisation. This award celebrates businesses that have conscientiously implemented and evolved these practices. (Open to Public and Private Sector Organisations).

Continued →

The Categories

THE EMPLOYER OF THE YEAR AWARD

Businesses can reap rewards by offering employees outstanding training programmes, progression monitoring and continuous career prospects. Employers recognised in this award category have the ability to inspire and motivate their staff by enabling career expansion, operating equal opportunity schemes and understanding the importance of a work-life balance. (Open to Public and Private Sector Organisations).

THE AWARD FOR CUSTOMER FOCUS

As an important aspect of business development, customer focus ensures that services provided are useful and relevant to current and potential customers. As a core practice it drives growth through a deep understanding of customer values. This award celebrates organisations that have enhanced their prospects and profitability by putting the customer at the heart of their business. (Open to Public and Private Sector Organisations).

THE IMPORT/EXPORT AWARD

This award recognises organisations that can demonstrate a continuously positive trend in the import/export or re-export of goods, demonstrate the expansion of coverage in existing or new markets and, through the introduction of creative and innovative operational processes, show robustness in managing and developing international trade and maintaining and improving market position in the face of competition. (Open to Private Sector Companies).

To have the opportunity to represent your nation, receive a coveted 2016/17 Ruban d'Honneur or perhaps win a European Business Award, enter your organisation now. Visit: www.businessawardseurope.com

“We wholeheartedly encourage successful and thriving European businesses to participate in these awards so that their achievements can be recognised and celebrated by the businesses elite in Europe. Winning an Award can bring substantial business opportunities for those involved.”

JEAN STEPHENS
CEO, RSM





SO, WHAT'S
YOUR STORY?

FINALISTS HAVE RECEIVED **WIDE VISIBILITY**
AND **RECOGNITION** WHICH ATTRACTS
CUSTOMERS, STAFF, PARTNERS, INVESTORS
AND MEDIA ATTENTION – HELPING THEM
BUILD AND GROW.

Judging Process

Over 150 leading business and establishment figures, industrialists, thought leaders, public servants, academics and entrepreneurs from across Europe make up the judging panels. There are three stages of achievement in the 2016/17 European Business Awards as a result of the judging process:

- **National Champions**
- **Ruban d'Honneur recipients**
- **Category Winners**

The four phases of judging are as follows:

1. SHORTLISTING AND VERIFICATION OF NATIONAL CHAMPIONS

Taking place from close of entry on 15 July to 25 August 2016, all entry forms will be assessed by a judging panel resulting in successful organisations being awarded National Champion status. Each country will have between 10 and 60 National Champions. The National Champions will be announced on 5 September 2016. By January 2017, all National Champions will have submitted a video presentation for public voting, viewing and assessment by a judging panel.

2. SHORTLISTING AND VERIFICATION OF RUBAN D'HONNEUR RECIPIENTS

Taking place from 9 January 2017 to 3 February 2017, the entry forms and video presentations of all National Champions will be assessed by a judging panel that will award the best organisations Ruban d'Honneur status. The Ruban d'Honneur recipients will be announced on 7 February 2017.

3. FACE TO FACE JUDGING PRESENTATIONS

In the final judging phase all Ruban d'Honneur recipients will be required to present their organisations in front of a judging panel of up to five distinguished judges each of whom has been selected for their interest and expertise in the specific award category being judged. These judging sessions will take place over the course of two weeks from 27 March to 10 April 2017 in an accessible European city (tbc). One day is dedicated to each of the Award categories.

4. THE PUBLIC CHAMPIONS

After the National Champions are determined there are two stages of achievement in the 2016/17 European Business Awards as a result of the public voting process:

- **National Public Champion**
- **European Public Champion**

Whilst all National Champions will be assessed by the judging panel with the outcome resulting in the top 110 businesses being awarded Ruban d'Honneur status (including the Chairman's Selection Award which cannot be entered but is chosen from the National Champions by the Chairman of Judges), online voting of all the National Champions will also be available to the public. Online voting allows the public to vote for their favourite business, up to 33 businesses being announced as 'National Public Champions'. National Public Champions will move forward in the competition alongside the 110 Ruban d'Honneur recipients. National Public Champions will not be required to attend face-to-face judging sessions like the Ruban d'Honneur recipients. Instead, public voting will re-open allowing further voting for the National Public Champions, this will result in one business being chosen as the European Public Champion.

Winners of 2014-15

The RSM Entrepreneur of the Year Award

The UKTI Award for Innovation

The ELITE Award for Growth Strategy of the Year

The Award for Environmental & Corporate Sustainability

The Award for Customer Focus

The Employer of the Year Award

The Import/Export Award

The Business of the Year Award (turnover €0-25m)

The Business of the Year Award (turnover €26-150m)

The Business of the Year Award (turnover €150m+)

The European Public Champion

The Chairman's Selection Award

The Lifetime Achievement Award

BMZ

Germany

Almac Group

United Kingdom

Antares Vision

Italy

Samhall

Sweden

Nottingham City Transport

United Kingdom

Mercedes-Benz Financial Services Turkey

Turkey

AUSA

Spain

DOK-ING

Croatia

Clinigen Group

United Kingdom

Tomra Systems ASA

Norway

Utility Warehouse

United Kingdom

Barón de Ley

Spain

Sir John Madejski

United Kingdom

Sponsors

The European Business Awards are made possible by the sponsorship and support of the following forward thinking organisations:

LEAD SPONSOR



RSM is the world's 6th largest network of independent audit, tax and consulting firms, encompassing over 120 countries, 760 offices and 38,000 people internationally.

EUROPE-WIDE SPONSORS



EUROPE-WIDE SUPPORTERS



ELITE is the Pan European programme set up by London Stock Exchange Group to support high growth European SMEs.

Only Good Things Happen

FROM ENTERING THE EUROPEAN BUSINESS AWARDS



BE RECOGNISED AS ONE OF EUROPE'S BEST BUSINESSES

"Being recognised as one of the top 100 most innovative companies in Europe is a distinction undoubtedly noticed and appreciated by our business partners and it has contributed to the increase of consumer confidence in our company. We are so proud that we could represent our region in the international arena."

AGATA ZAWADZKA Marketing Specialist, Neurosoft Sp. z o.o. (Poland)



BUSINESS NETWORKING... RUB SHOULDERS WITH EUROPE'S ELITE

"The European Business Awards is a big opportunity for every company. Thanks to the gala event and all the networking opportunities it provided, means we have met the best in business and plan on expanding our relationships to innovate together and create sustainable business partnerships."

TUGBA YÜKSEL Doga Koleji, (Turkey)



REWARD AND MOTIVATE YOUR EMPLOYEES... YOUR MOST VALUABLE ASSETS!

"Winning a European Business Award was a fantastic recognition of our everyday dedication in making our organisation and employees better, sharing our culture and values. The European Business Awards allowed us to increase our notoriety with our shareholders, customers and employees, increasing internal motivation and retention of the best staff; reinforcing our culture and values in pursuit of our mission; allowing faster networking and public affairs; and in the end the commercial results."

NELSON PIRES General Manager, Jaba Recordati (Portugal)



IT'S PR VALUE!

"We had a very positive experience of the European Business Awards. Thanks to it, we had a lot of exposure and publicity not only from our side but also from the involvement of our clients, customers and business partners who promoted us and spread the word to their network which also resulted in new contacts."

PIET SIJM President, VWS Export-Import of Flowerbulbs B.V. (Netherlands)