



*North West England  
China Rising Star Award  
2010*

*Entry Form*

<i>Name</i>	
<i>Position</i>	
<i>Name of Company</i>	
<i>Address/Postcode</i>	
<i>Email</i>	
<i>Telephone</i>	
<i>Mobile</i>	
<i>Fax</i>	
<i>Website</i>	
<i>Description of main products/services your company offers</i>	

*The **China Rising Star Award 2010** is judged on the following criteria:*

- *Your business is located in the North West and should have, under 3 years links with Greater China (Mainland China, Hong Kong or Taiwan).*
- *Your clear business objectives in Greater China.*
- *Your approach to penetrating the Greater China market and how successful it has been.*
- *Evidence of direct link between Greater China and what impact this have had on the overall success of the business.*
- *Your business strategy in Greater China.*

*Please elaborate on the following areas:*

- 1) *What is your approach to penetrate to the Greater China market?*
- 2) *What do you consider to be the most innovative aspect of your entry technique?*
- 3) *How do you measure your current success in Greater China?*
- 4) *What is your longer term strategy of your business in Greater China?*

*Please return your Entry before **15<sup>th</sup> January 2010** to:*

**GREATER CHINA AWARDS PANEL 2010**

*c/o Philomena Chen*

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