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BRITISH CHAMBER OF
COMMERCE SINGAPORE

BUSINESS
AWARDS
2010

Awards Guide



OUR MISSION

To recognise outstanding achievements of businesses and individuals within the Singapore business community.

OUR VISION

To be the premier Business Awards in Singapore, which recognises outstanding achievements of both British and Singaporean businesses.

To provide the platform of choice for promoting and showcasing business achievements.





10 YEARS ON – WHAT'S NEW?

The British Chamber of Commerce, Singapore has been recognising excellence in local and international business for the past 10 years through its British Business Awards. This has positioned the Chamber as a leading exponent of business interests in Singapore.

In 2010 the Chamber aims to encourage a wider and more diverse field of nominations with the re-vamped British Chamber of Commerce Business Awards. The 2010 awards will place greater emphasis on the collaboration between British and Singapore business and form a closer association with the Chamber itself through the name change.

NEW CATEGORIES

As part of the awards re-focusing, the British Chamber of Commerce Business Awards will introduce new award categories. These will be organised away from the traditional vertical industry sectors and will incorporate horizontal cross-sector business performance and policy criteria. The British Chamber of Commerce Business Awards seeks to be relevant across industries and hence attract a wider variety of businesses and a stronger field of contenders. Instead of only demonstrating excellence and leadership in their industry, companies will now be able to associate themselves with specific business initiatives and strategies, providing potential winners with an alternative platform for showcasing themselves to the business community.

ELIGIBILITY

The British Chamber of Commerce Business Awards have broadened the eligibility criteria for award entrants. Firstly, ALL British Chamber of Commerce, Singapore members are eligible to nominate themselves for an award. Secondly, all Singapore registered enterprises who can demonstrate British business interests, (e.g. products, clients, management, etc), connections, partnerships or links are eligible for a British Chamber of Commerce Business Award.

EXPOSURE

The British Chamber of Commerce is committed to building networks, connecting business and creating opportunities. The British Chamber of Commerce Business Awards is one of the most valuable platforms the Chamber has to offer for nominees and eventual winners in achieving these aims. The 2010 awards will create more exposure and publicity for the entrants not only at the Gala Dinner itself but during the process leading up to the Awards presentation as well as post event.

The British Chamber of Commerce Business Awards, creating opportunities, showcasing excellence.



PRESIDENT FOREWORD

Mr Steve Puckett
PRESIDENT
BRITISH CHAMBER OF COMMERCE

Dear Members,

The British Business Awards has established itself as one of Singapore's premier events recognising business excellence and last year the Awards saw record attendance. From its origins acknowledging the achievements of the SME of the Year, it has grown to encompass the key business sectors represented within BritCham, innovation in business (in collaboration with UKTI), and CSR. This year sees further innovation in the array of awards and recognition of Singapore's national agenda to pursue ever higher productivity.

I am pleased that this year Senior Minister of State for Trade and Industry, Mr S Iswaran, will attend the Gala Dinner, a further recognition of the caliber these awards have achieved.

Each year we receive feedback from the SME's among our winners, regarding the added credibility that receiving Awards has given them with stakeholders. The increased participation, coverage and quality of nominees will surely make 2010 the biggest and best yet.

On behalf of BritCham, I would like to extend our thanks to Title Event Sponsors, The Royal Bank of Scotland, and to our individual category sponsors. Thanks also go to our Patron, British High Commissioner, Paul Madden and his team for their continued staunch support for the Awards. The excellent partnership and collaboration we enjoy results in high profile initiatives that benefit our members.

Finally, thanks to the judges who will have the difficult task of overseeing a competitive field full of business excellence and innovation, I also take this opportunity to thank John Horsburgh and his committee, who have built on the content, appeal and prestige of the Awards, and to thank our BritCham management team for the intense effort put in each year to coordinate and deliver such an outstanding event.

Steve Puckett





PATRON FOREWORD

HE Paul Madden
BRITISH HIGH COMMISSIONER
BRITISH HIGH COMMISSION SINGAPORE

The resilience of the British business community in Singapore has been clear for all to see over the last year. More British companies have come to the High Commission's UK Trade & Investment team to discuss the opportunities in Singapore and the region in the years ahead. With the growth projections for Asia, it is not surprising that the British community in Singapore continues to expand, reaching close to 28,000 people at the end of 2009. Similarly the British Chamber's membership has been expanding, to over 1200 members.

The challenges set out in Singapore's 2010 Budget for the business community are challenges for the British businesses here too. Improving productivity, increasing innovation, providing excellent customer service are at the heart of many business strategies, and these are areas where British companies in Singapore have excellent examples of best practice. These awards provide an opportunity to share that best practice more widely among the business community and beyond. I'm delighted that Senior Minister of State for Trade and Industry, Mr S Iswaran, will be joining us for the British Business Awards Gala Dinner in October for the first time.

UK Trade & Investment and the British Chamber are innovating too in how they can support British businesses better. Together we will be delivering over the next six months, a series of seminars on the opportunities for British business in other Asian markets. More information on this will be circulated shortly.

Paul Madden



SPONSOR'S MESSAGE

Mr Alan Goodyear

**CEO
GLOBAL TRANSACTION SERVICES, ASIA PACIFIC
THE ROYAL BANK OF SCOTLAND**

**BOARD MEMBER
THE BRITISH CHAMBER OF COMMERCE**

The Royal Bank of Scotland is delighted to sponsor the eleventh annual British Chamber of Commerce Business Awards.

Singapore has again demonstrated its ability to adjust and grow even when facing economic challenges. RBS is proud to be a part of the Singapore business community. We deeply appreciate the trust bestowed on us by our customers in good times and bad. Our customers' confidence drives our personal commitment to help businesses reach their potential; this is why we are again honoured to sponsor this year's British Chamber of Commerce event.

RBS applauds the spirit with which the British business community in Singapore has faced up to the global economic crisis and is delighted to be able to recognise those achievements at this ceremony. The winners will be outstanding companies and individuals who have been able to overcome these difficult times and learn from the challenges they have faced.

On behalf of The Royal Bank of Scotland I would like to take this opportunity to congratulate all the nominees and winners of these prestigious Awards.

Alan Goodyear





HOW TO ENTER

The entry process is simple:

- Ensure that you are eligible to enter
- Select the Award Category in which you wish to be considered
- Go online to www.britcham.org.sg and click on Business Awards 2010 to download the entry form.
- Develop a Submission document using the Judging points for your selected category
- Prepare any supporting evidence/documents
- Email the entry form, submission and supporting documents to businessawards@britcham.org.sg prior to the deadline of 13th August 2010

ELIGIBILITY

In order to be eligible to enter the British Chamber of Commerce Business Awards you need to be either a

- British Chamber of Commerce, Singapore Member
- Singapore registered Enterprise with British business interests (e.g. clients, management, etc), connections, partnerships or links.

SUBMISSION DOCUMENT GUIDELINES

Your Submission should be:

- Based on the judging points stated in the Category Guide (next page)
- Concise and highlight only the achievements of the last 12 months
- No more than 4000 words
- No more than 4 pages of attachments for supporting documents (e.g. press clippings, flyers)
- Less than 5MB in total size inclusive of supporting documents
- Typed, on company letterhead and in PDF format
- Emailed to businessawards@britcham.org.sg along with the Entry Form & supporting documents
- Sent by the deadline of - **13th August 2010**



AWARD CATEGORIES & JUDGING POINTS

CATEGORY	RELEVANT FOR	JUDGING POINTS FOR SUBMISSION DOCUMENT
Customer Service Excellence	Companies with a continuous proven commitment to serve customers/clients	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained initiatives in customer service areas • Effectiveness of initiatives as demonstrated through measurable results • Future plans/initiatives
Extraordinary CSR Practice	Companies with implemented CSR practices & programmes, outstanding HR, Health & Safety, Work Life Balance policies and environment & sustainability commitments.	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained CSR initiatives • Effectiveness of initiatives as demonstrated through measurable results • Future plans/initiatives
Productivity Improvement	Companies with productivity practices that have enhanced their business model and performance	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of productivity improvement • Effectiveness of procedures as demonstrated through measurable results • Future plans/initiatives
Innovation in Business	Companies/organisations/ individuals who have shown innovation in their business practices	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of innovation • Innovation demonstrated through measurable results • Future plans/initiatives
Inspirational Creativity	A broad field of creative achievements from industries such as PR, Marketing, Advertising, Product/Business launches, Design, Architecture, Projects & Campaigns which have shown ingenuity and taken expectations to a new level	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of inspirational creativity • Effectiveness of campaign/creativity as demonstrated through measurable results • Future plans/initiatives
Education & Training Excellence	Schools, Colleges, Universities, Executive/Personal Development professionals or companies which have internal training programmes	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of performance improvement • Effectiveness of training and educational policies as demonstrated through measurable results • Future plans/initiatives
Outstanding Professional Services	Any company providing professional services for example - banks, accountants, legal, HR, executive search, real estate, shipping, energy, oil & gas and offshore services which provide outstanding levels of services and offerings to their clients and customers.	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of outstanding performance by company • Results of performance demonstrated through measurable results • Future plans for career/performance advancement
Young Professional of the Year	Anyone under 40 years old who has performed outstandingly and shown definite career progress.. Companies may enter on behalf of an outstanding employee or entrepreneurs may enter themselves.	<ul style="list-style-type: none"> • Clear explanation of overall business practices • Clearly explained areas of outstanding performance by employee/entrepreneur • Results of performance demonstrated through measurable results • Future plans for career/performance advancement





JUDGING PROCESS

The decision on the winning entry is the result of the combined score of 3 separate judges, who independently score each submission using the same scoring matrix.

Each category will have a nominated Judge from that industry who is considered to be a sector specialist, however to ensure transparency, categories will be grouped together and other category judges will be asked to score different industry nominations within their selected group.

Each nomination will be judged using the following scoring matrix. Each category has 4 judging points (see category guide); the judges wish to see each of these points addressed in your submission. Each point will be scored using the matrix.

0 point – No Evidence

2 points – Minimal Evidence

5 points – Clear Strong Evidence

The scores from each judge will be totalled for each finalist and the nomination with the highest accumulative score will be the category winner. In the event of two companies receiving the same final score, a separate judge from another industry will be asked to score the submission, and the submission with the highest score from this Judge will be declared the winner.

The Judges then return the score sheets and the results are tabulated confidentially. The results remain confidential until the Awards Ceremony Gala Dinner which will take place on the 7th October at the Shangri-la Hotel.



FAQ

How are the Business Awards organised?

The Business Awards are organised and run by the British Chamber of Commerce. A committee oversees the nomination process under the Chairmanship of a Chamber Board member. The committee is responsible for making the decision of which submissions are put forward as a finalist in each category. The committee is made up of members of the British Chamber Board & Business Groups and the British High Commission. If a committee member has a connection with or represents a nominated company/individual then he/she is excluded from discussions on submissions for the relevant categories.

Can I enter more than one category?

Yes you are welcome to nominate in more than one category as long as you provide a separate submission for each nomination highlighting the achievements in the relevant 'category' areas.

What do I have to do to enter?

Complete the Entry Form and Submission document.

How do nominees become finalists?

All submissions are presented to the Business Awards Working Committee once the deadline has closed. Submissions are checked for eligibility and only submissions that meet the criteria, are relevant to the selected category and cover the areas required for judging will be put through to the second phase. The Committee will then select the three best submissions based on content, relevant achievements and potential of winning to present to the judges for final scoring.

How will I know if I am a finalist?

You will receive a confirmation email on receipt of your submission. Once the finalists have been chosen you will receive a further email to inform you of the status of your submission. If you have become a finalist you will also receive a Briefing document detailing the next steps.

What will the British Chamber require if I become a finalist?

The next steps will be detailed in the briefing document you will receive. They will include details on the Gala Dinner, what details are needed about the Company/Individual, Logo, Picture etc.

How many finalists will there be?

There will be a maximum of three finalists in each category unless exceptional circumstances arise.



**Will the Judges explain how/why they scored?**

The Judges will be asked to write a short paragraph on the highest scoring company/individual in each of the Award Categories they score. This will be read out by the Emcee on the evening of the Ceremony. Judges will not be asked to justify their scoring in any other way.

Will the Judges contact me?

The contact details of each nominee will be included on the score sheet. Judges are free to call you at any time for any further information they may require in order to help them make the right decision.

Are there any judging criteria to be followed?

Yes, the criteria for all Award Categories are listed in this document.

To whom do the results get sent?

The results get faxed to the Chamber office and are tabulated confidentially. The result will remain confidential until the Award Ceremony Gala Dinner.

Will the Judges tell anyone how they scored each finalist?

No. The results are private and confidential.

Who are the Judges?

Judges are asked to kindly donate their time voluntarily and are recognised as a leader and well-respected member of, and contributor to, your industry.

Will I have to say anything at the Gala Dinner if I am announced the winner?

There is a possibility that you may be asked to say a few words if the programme allows. This will not be confirmed until nearer the date of the Gala Dinner. Please be prepared for this possibility by ensuring you have a willing individual, who will represent you on stage if the need arises.

Should I attend the Gala Dinner, and whom should I bring?

Yes. The Gala Dinner is open to anyone and you need not be a finalist to reserve tickets. It is recommended that all finalists attend in order to ensure that you or your company is present to possibly collect the Award. Booking forms will be sent to all finalists once the details have been confirmed and will also be available for download on www.britcham.org.sg

The Gala Dinner is also the perfect event for rewarding staff, entertaining clients and meeting people who you haven't seen for a while or making completely new contacts. It is an enjoyable evening with a highly interesting Guest of Honour, which will be enjoyed by all those you choose to invite.

What if I can't attend?

Ideally, we would recommend you try to arrange your schedule to ensure you can make it. However, in the event that this is impossible, you should send a representative who is willing to accept the award should you win, or nominate an individual from your company to be prepared to accept the award in your absence.





Our greatest award is our clients' business

Across multiple asset classes, clients continue to trust in the financing and risk management solutions we deliver. Our commitment to our clients and understanding of their needs delivers results that are recognised around the world in leading industry awards and ratings.

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