

**2020 FAB Awards**

**FOOD, AGRICULTURE & BEVERAGE AWARDS**

The 3rd Annual AmCham Shanghai’s Food, Agriculture & Beverage (FAB) Awards aims to recognize innovation in food technology and the successful implementation of new business concepts, as well as industry pioneers and entrepreneurs who are leading the way in a competitive market.

**APPLICATION CRITERIA**

* Nominations will be accepted from both international and domestic companies who have a presence in China.
* Both member and non-member companies/individuals are welcome to apply.

**CATEGORIES**

* Best Food Tech Award
* Game Changer Award

**AWARDS CRITERIA**

**Best Food Tech Award**

Technology that has major technical contributions to the advancement of the food, agriculture, or beverage industry, the development must have been successfully applied in an actual commercial operation.

* ***New Tech***: **manufacturing, processing, or supply chain innovations in the food, agriculture or beverage market which deliver added benefits and represent real breakthroughs**
* ***Optimization***: proven to assist in the reduction of time, resources, or money while maintaining a high-quality standard of output; proven to make improvements in freshness, quality, and safety in the supply chain
* ***Sustainability***: improving environmental sustainability by managing energy, water, or other related resources; reducing product weight; minimizing waste or carbon footprint through the implementation of new technologies

**Game Changer Award**

**Newcomer brands, businesses, start-ups, or industry leaders that have** delivered a unique proposition with their business model, the game changer & entrepreneur are creative, original, and engaging with clear evidence of market traction.

* ***Impact***: business model innovation refers to new ways of creating and capturing value for its stakeholders, and focuses primarily on finding new ways to generate revenues and define value propositions for customers, suppliers, and partners
* ***Innovation***: Products, services, or creative ways to organize and run a business that generates consumer excitement and sets a precedence for the industry with notable features that make it stand out from the market
* ***Scalability***: provides the basis for sustainable business success, even in a competitive setting with well-established incumbents, has demonstrated capability for long-term growth

**RECOGNITION FOR WINNERS**

In addition to the prestige of winning a **FAB Award**, the winners will also receive a media package to celebrate and highlight their success. The package will include:

* Brief presentation of your business/technology during the awards ceremony at our 10th Annual FAB Conference on July 30
* An interview by our digital team, showcasing your achievement via a video
* Acknowledgment on the AmCham Shanghai website
* An announcement as a winner of the FAB Awards on AmCham Shanghai’s WeChat account
* Plaque and photo opportunity at the awards ceremony
* Speaking slot at an AmCham Shanghai FAB daily event (where relevant and appropriate as determined by AmCham)

**RECOGNITION FOR FINALISTS**

* Acknowledgment at our 10th Annual Food, Agriculture and Beverage Conference
* Acknowledgment on the AmCham Shanghai website

**SCORING**

* The case – An overview of the innovation/business model/initiative
* Business driver – Targeted business benefits, context, customer insight
* The creative innovation – The solution to the identified customer/industry need
* The impact – The effectiveness of the product/innovation/initiative

**JUDGES**

Applications will be reviewed by leaders of AmCham Shanghai’s FAB Committee which comprises of a panel of industry experts from leading organizations in the food and beverage sector.



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**Nomination Form**

**Name:**

**Job Title:**

**Company:**

**Company Website:**

**Mobile Number:**

**E-Mail:**

**Is this company/individual a member of AmCham Shanghai?**

Yes

No

**Please select the award you would are applying for (Choose One):**

Best Food Tech Award

Game Changer & Start-Up Award

1. **Please provide an introduction of yourself or the company. (300 words maximum)**
2. **Please provide all information relevant to the criteria for Best Food Tech Award or Game Changer & Start-Up Award (500 - 800 words). Images or any supporting visual information is not mandatory but may help in the judging process. If you are including supporting documents, please list them in the e-mail along with a short description of each. Please be mindful of submitting materials that are highly technical or scientific as it may be difficult for those from the outside to fully understand your product/business.**

**Send your completed application form in MS Word format and any supporting documents with a brief description in the email to** [**jenny.wang@amcham-shanghai.org**](mailto:jenny.wang@amcham-shanghai.org)**.**

**Thank you for submitting a nomination for AmCham Shanghai’s FAB Awards.**

**\*\*\*APPLICATION DEADLINE IS July 23, 2020\*\*\***

The winner will be announced at the 10th Annual FAB Conference on July 30th