**2021 World Winter Sports Brand Awards**

**Application Form**

**International Innovation Enterprises Brand Award**

\* Required Information

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Brand name \* | (name in text + LOGO, in AI and PNG format as attachments) | | | | |
| Company name \* |  | | | | |
| Time and Place of Establishment \* |  | | Location of Headquarters \* | |  |
| Official Website \* |  | | | | |
| Key Products \* |  | | | | |
| Main Target  Countries & Regions\* |  | | | | |
| Revenue of this Fiscal Year |  | | Overseas Revenue | |  |
| Annual market share \* |  | | | | |
| Brand strategy \* |  | | | | |
| No. of Independent R&D design patents number & the titles |  | | | | |
| Awards won by the brand/products |  | | | | |
| Marketing Success Story of the Brand |  | | | | |
| Innovative design(s)/Product(s) |  | | | | |
| About the Brand’s General Competitiveness | | | | | |
| Company Competitiveness | (Including operation capacity indicators, sales scale, profitability, management performance, research and development status, human resources status and development sustainability) | | | | |
| Product Competitiveness | ( Including product design ability, product cost performance, market share ) | | | | |
| Consumer Experience Competitiveness | ( Including popularity, reputation, and how designs and quality is received by consumers) | | | | |
| Technology Competitiveness | ( Including technological innovation, patents ownership, the performance of R&D team, the ratio of R&D investment, leading level of technologies, application of environmentally friendly and energy-efficient technologies ) | | | | |
| Overseas Competitiveness | ( Including overseas strategic planning, overseas brand operation, overseas brand recognition, international certifications, quality control system ) | | | | |
| Market Competitiveness | ( Including distribution channels, marketing, and their actual situations) | | | | |
| Contact Information | | | | | |
| Name \* |  | Title \* | |  | |
| Mobile \* |  | Email\* | |  | |
| Note | 1. Applicants must ensure the authenticity of the information provided. 2. In the event that the applicant won the award, the person in charge or his/her superior must attend the ceremony to receive the award. 3. The information provided with the form shall only be used for the appraisal of the award. All personnel and data involved in corporate secrets shall be kept strictly confidential by the organizing committee. 4. The organizing committee reserves all rights for the final interpretation of the event. | | | | |

Please submit the form by August 8th, 2021.

Organizing Committee for World Winter Sports Brand Awards

ADG

July 2021

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