



# Canada China Business Excellence Awards

CELEBRATING BILATERAL BUSINESS SUCCESS

## V. E-Commerce Achievement Award

This award will be given to a company who has successfully incorporated e-commerce into its China go-to-market strategy.

### Criteria

This award category is open to CCBC members who self-nominate or are nominated by others. If the nominee is not a member, please visit [CCBC's membership webpage](#) to join.

Nomination Package should include:

- Executive Summary highlighting key e-commerce milestones:  
Why should your firm win this award?  
*(250 words, Times New Roman size 12, double-spaced)*
- In the body of the package, include and address the following questions:  
*(No more than 16 pages, Times New Roman size 12, double-spaced)*
  - What role has China e-commerce played in the company's growth?  
Please describe your history with e-commerce, as well as how it substitutes or complements other channels you use in China.
  - For many firms, e-commerce in China is a relatively new sales channel. How are you staying on top of China's changing platforms and consumer preferences?
  - What have you done to promote your products on e-commerce platforms, and how do you evaluate the success of that promotion?
  - In what ways does your firm differentiate its products versus foreign and local competition in China?
  - What resources have you employed to support your sales efforts?  
(e.g., maintaining websites inside the Great Firewall, data tracking, logistics, etc.)