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## The COBCOE Make Europe Work!® Awards

In 2016, COBCOE is continuing its extensive business awards programme with the aim of further celebrating British European business that demonstratively “Make Europe Work!®”

COBCOE through its member chamber and affiliate network will showcase shortlisted entrants and winners from a diverse range of industries and markets.

The aim of the MEW! awards is to recognise and demonstrate strategic European trade development achievement.

Through this process, COBCOE’s objective is to showcase and highlight entrepreneurial drive and ambition to break through, grow and develop business with the UK’s largest global trading bloc.

## The Awards

- **Trade Development in European Markets Award**

*Note - aimed at bilateral trade expansion – can be either way and relates to goods and services Companies that are expanding their trade & investment activity in European markets – UK to continental Europe or European markets to UK*

- **Breakthrough Trade Award**

*Note – aimed at bilateral new markets entry – can be either way and relates to goods and services Companies that are on the cusp of entering the trade – UK to continental Europe or European markets to UK*

## Eligibility and application requirements

Entry is open to companies that are members of member chambers and affiliate chamber across Europe and COBCOE active business associates.

Applications should be prepared as an Executive summary and report of no more than 4 sides of A4 in pdf. format on a company letterhead with full contact details of the entrant company and chamber it is a member of.

The summary should be presented in the form of a case study account that describes a strategic element of “what, why and how” followed by an outline of where the organisation was at the beginning of 2015 and what it has achieved in terms of its

### The Council of British Chambers of Commerce in Europe, representing chamber in:

Armenia, Austria, Azerbaijan, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, FYR Macedonia, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom

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A UK company limited by guarantee, registration no. 08751213, RO @ 16 Great Queen Street, London WC2B 5AH

Directors - D Thomas MBE (Chairman), D Crackett (Vice Chair), G Whiting (Vice-Chair), K Simmons (Treasurer),  
B Lewis, A Meyer-Schwickerath, R Power, H Rosen CBE, C Turner, G Vaughan,  
Chief Executive: AM Martin

business development plan 12-18 months later as well as what the next steps are likely to be.

## **Voting**

The voting will take place on line via a dedicated survey system that will go live **on 18<sup>th</sup> May 2016**.

Each chamber will receive 2 votes each, and can cast one vote for own member and one other for another entry across the network.

Winners will be announced and awards presented at the COBCOE Gala Dinner Awards Ceremony on 15<sup>th</sup> June 2016, and we would welcome attendance from all entrants.

Submissions should be sent to Adam Szpala, at [adam.szpala@cobcoe.eu](mailto:adam.szpala@cobcoe.eu) by end of business on 16<sup>th</sup> May 2016 the very latest.

## **The communications support around the awards:**

COBCOE will:

- Issue an external press release through Business Wire targeted at the UK, including any specific regions/industries relevant to the winner.
- This would include a hyperlink to the winner's own website.
- The winners can expect an open rate of over 1,000 and a boost in their website's SEO (search engine optimisation) due to the authoritative nature of the links this creates.
- A news story on the COBCOE website linking to the winner's website.
- This will be promoted with social media. There will be at least two tweets linking to the COBCOE news item, and the winner's own website.
- This news story will remain on the COBCOE website, LinkedIn page and Facebook page permanently.
- In addition, the winner's name and a brief outline of the company, with a link to the website will also remain on the awards section of the COBCOE website permanently.
- The winner will feature as a lead story in the summer COBCOE e-news Window into Europe. This will be distributed to around 1,600 politicians, government officials, around 2000 business people and onwards through the 41

chambers network across Europe that represent around 8000 businesses, as well as the UK regional chambers and our British Business Worldwide associates

- The awards will be marketed via all our COBCOE social media platforms and followers will be encouraged to forward on. We will prepare quite a number of viral type campaigns leading up to and beyond the awards themselves.
- We would also encourage nominees to attend the gala dinner to ensure full photography opps., etc.

**Good luck!**