

## OBJECTIVE

The Outstanding Women Professionals and Entrepreneurs Award honors and celebrates the achievements of women in Hong Kong. It recognizes women who have made significant contribution to their professions, business environment and society. These women are also outstanding in providing a strong example to business leaders, peers and youths alike, in exercising values of integrity and high ethical standards.

With media support from Hong Kong Economic Times and Cosmopolitan, the Hong Kong Women Professionals and Entrepreneurs Association (HKWPEA) is proud to organize the 4th Outstanding Women Professionals and Entrepreneurs Award. The last three Awards were presented in 1999, 2002 and 2005.

Two categories, namely, Outstanding Women Professionals and Outstanding Women Entrepreneurs are open for nomination. Six outstanding women will receive the Awards. Three Awards will be presented to women who demonstrate excellence in their professions. Three Awards will be presented to women who are outstanding entrepreneurs. Individuals or organizations are invited to nominate women for the Award in the two categories.

### AWARD CRITERIA

All nominations will be judged against three key criteria:

#### Outstanding Women Professionals

##### 1) Professional Excellence

Accomplished and successful in their industry, field or professional category, the nominees are committed and passionate about what they want to achieve in their profession and business. They take calculated risks and show persistence in overcoming many personal and business-related challenges.

##### 2) Has Integrity and is Ethical

While exercising personal courage in upholding professional and business ethics in managing their businesses and people, the nominees also support and encourage their peers and organizations to act ethically and with integrity.

##### 3) Community Service

The nominees contribute to building a caring society for Hong Kong through community service. They have given time, personal resources and efforts in leading community service projects while reaching out to, and working with other community leaders so that society will benefit from the collaborative effort.

#### Outstanding Women Entrepreneurs

##### 1) Entrepreneurial Spirit

Their actions and attitudes reflect their passion and enthusiasm. Their problem-solving strategies have been creative and proven feasible. They have persevered and do not give up when confronted with serious obstacles and challenges. Their ventures are sustainable and poised to grow.

##### 2) Professional Excellence

Accomplished and successful in their ventures, the nominees are committed and passionate about what they want to achieve in their profession and business. They take calculated risks and show persistence in overcoming many personal and business-related challenges.

##### 3) Has Integrity and is Ethical

While exercising personal courage in upholding professional and business ethics in managing their businesses and people, the nominees also support and encourage their peers and organizations to act ethically and with integrity.

### ELIGIBILITY

Women who are in possession of a valid Hong Kong Identity Card. Candidates must be proposed by a nominator who may be either an individual or an organization.

#### Category of Women Professionals

The nominee must be in her field for at least five years.

#### Category of Women Entrepreneurs

The 2008 Outstanding Women Entrepreneurs Award recognizes women who are from one of the three categories of entrepreneurs: the Business Entrepreneur, the Social Entrepreneur and the Corporate Entrepreneur.

The nominee must be primarily responsible for the recent performance of a company/venture that is at least three years old. Founders of public companies are eligible, provided that the founder is still actively involved.

##### • Business Entrepreneur

The Business Entrepreneur has successfully launched a start-up that is operating fully, generating revenue for at least the last three years. The products and services present viable solutions to the needs and problems of the community. The strategies have enabled the business to tackle the challenges put forth by economic problems in starting a business and seize opportunities amidst adversity. The Business Entrepreneur has demonstrated personal commitment and resources to create a business, and taken well thought-out risks to ensure that the business will survive and grow. The business has contributed to creating job opportunities in the community.

##### • Social Entrepreneur

The Social Entrepreneur is someone who is being driven by a personal mission to solve social problems that are not being adequately addressed by either the community or the government. She mobilizes her resources, obtains funds and financial support for this purpose. She is successful and works relentlessly to build public awareness, support and participation for the cause. The programs she initiated and led have transformed and improved the lives of those she aims to help. She is also a mentor and encourages many people to join the cause. Her work results in social change that benefits communities, society and the environment. The social venture can be non-profit or "not-just-for-profit" whereby profits are used to expand the services to more people, or to increase the quality of the assistance.

##### • Corporate Entrepreneur

The Corporate Entrepreneur is an organizational member who is a champion in taking the lead to enable and increase innovative action that results in new products, services, and markets for the business. She has led her company to

adapt successfully to change through developing sound strategy, to be creative and to have the talent to identify for the company unique opportunities for growth. She has also created an entrepreneurial culture for her company by developing, promoting and rewarding entrepreneurial values and behaviours among the employees. Her decisions and emphasis on innovation have ensured that her organization maintains its competitive advantage, is growing profitably, and enjoys the reputation of being an industry leader.

### NOMINATION PROCESS

Please submit the nomination form together with supporting documents to the Hong Kong Women Professionals and Entrepreneurs Association on or before 15 April 2008 (postmark no later than 15 April 2008). The nomination form must be endorsed by both the nominator and the nominee.

The nominator must be aged 21 or above. Each nominator may nominate one or more nominees for the Award.

Members of the judging panel may not nominate candidates.

The nominee should submit the following documents for review:

- A copy of the nominee's identity card
- One recent photograph (passport size) with the nominee's name printed on the back
- An updated curriculum vitae
- Copies of any commendations, statements, honours and awards which support the nominee's achievements or contributions

It is to the nominee's benefit to give as much detail as possible. Information given by the nominator and nominee will be carefully considered during the screening and judging process.

All information provided will be kept strictly confidential by the selection committee and the judges. Appropriate information will be released to the public when the Awards are granted.

### SELECTION PROCESS

The selection committee will verify each nominee's data and eligibility. Nominees may be requested to furnish additional documents if needed.

Nominees may be requested to attend interviews by the selection committee during the preliminary screening phase.

A shortlist of nominees will be recommended by the committee to be interviewed by members of the judging panel. Absence from the interview session will pose difficulty for the judging panel to grant the Award to the absent candidate.

The Award winners and their nominators will be invited to attend the presentation ceremony.

All decisions made by HKWPEA, the selection committee and the judging panel are final in all aspects relating to the Award.

Nominees, in accepting the nomination, must agree to abide by all decisions made by the selection committee and the judging panel. HKWPEA has the right to amend the rules and criteria for the Award at any time. Any changes are aimed to better fulfill the goals of the Award.

### JUDGING PANEL

The judges are prominent leaders in commerce, industry and academia. They are:

**Professor Andrew CHAN Chi-fai**, PhD, SBS, JP, Director, EMBA Programme, The Chinese University of Hong Kong

**The Hon. Bernard CHAN**, GBS, JP, Executive Council Member and Legislative Councillor

**Professor John LEONG C. Y.**, JP, President, Open University of Hong Kong

**The Hon. Mrs. Sophie LEUNG LAU Yau-fun**, SBS, JP, HKSAR Deputy of 10th National People's Congress; Legislative Councillor; Chairman, Young Entrepreneurs Development Council

**Professor LUNG Ying-tai**, Visiting Professor, Journalism and Media Studies Centre, The University of Hong Kong

**Dr. Rosanna WONG Yick-ming**, DBE, JP, National Committee Member, Chinese People's Political Consultative Conference; Executive Director, The Hong Kong Federation of Youth Groups

### IMPORTANT DATES

Nomination Deadline : 15 April 2008

Judging Panel Evaluation : 5 June 2008

Presentation Ceremony : 8 July 2008