

# Objective

The Hong Kong Women Professionals and Entrepreneurs Association (HKWPEA) is proud to organize the 5th Outstanding Women Professionals and Entrepreneurs Award. This Award was first organized in 1999 and is a tri-annual event.

The Outstanding Women Professionals and Entrepreneurs Award honors and celebrates the achievements of women in Hong Kong. It recognizes women who have made significant contributions to their professions, Hong Kong's business environment, and society. They are women of integrity and high moral standards, providing outstanding role models to business leaders, peers and youths alike.

Two categories, namely, Outstanding Women Professionals and Outstanding Women Entrepreneurs, are open for nominations. Six awardees will be selected. 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 and organizations are invited to nominate women for the Awards in the above two categories.

This year's Award is supported by the Cosmopolitan, Hong Kong Economic Times, Metro Broadcast and Yazhou Zhoukan.

## 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 in the pursuit of their professional and business goals. They take calculated risks and show strength and persistence in overcoming personal and business-related challenges.

#### 2 Integrity and Ethics

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 and personal resources in leading community service projects while reaching out to, and working with other community leaders to benefit society with their collaborative efforts.

### Outstanding Women Entrepreneurs

#### 1 Entrepreneurial Spirit

Their actions and attitudes reflect their passion and enthusiasm. Their problem-solving strategies are 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 in the pursuit of their professional and business goals. They take calculated risks and show strong persistence in overcoming personal and business-related challenges.

#### 3 Integrity and Ethics

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 Outstanding Women Professionals

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

### Category of Outstanding Women Entrepreneurs

Nominees in this category may submit their nominations under one of the following three sub-categories: Business Entrepreneur, Social Entrepreneur, and Corporate Entrepreneur. They must be primarily responsible for the performance of an on-going company/venture that is at least three years old. Founders of public companies are eligible, provided that they are still actively involved.

#### • Business Entrepreneur

The Business Entrepreneur has successfully launched a start-up that is operating fully, generating revenue for at least three years. The products and services present viable solutions to the needs and problems of the community. The strategies have successfully tackled the economic challenges of a business start-up and have been able to seize opportunities amidst the adversity. The Business Entrepreneur has demonstrated personal commitment and resources to create a business, and taken calculated 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 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 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 a substantial number of people to join the cause. Her work has resulted in social changes that benefit communities, society, and the environment. The social venture can be non-profit, or "not-just-for-profit" whereby profits are used to expand and/or upgrade the quality of the services.

#### • Corporate Entrepreneur

The Corporate Entrepreneur is an organizational member who is a champion in taking the lead to enable and increase innovative actions that result in new products, services, and markets for the business. She has led her company to adapt successfully to change through sound strategy, creativity and identifying unique opportunities for growth. She has also created an entrepreneurial culture for her company by developing, promoting and rewarding entrepreneurial values and behaviors among 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 March 15, 2011 (postmark no later than March 15, 2011). 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 Awards. 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, honors and awards which support the nominee's achievements or contributions.

It is to the nominee's benefit to give as many details 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 and used only for evaluation in the screening and judging process. Appropriate information will be released to the public when the Awards are decided upon.

## SELECTION PROCESS

A 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 the judging panel.

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 whatever decisions made by the selection committee and the judging panel. HKWPEA reserves the right to amend the rules and criteria of the Award. Any changes made will be to better fulfill the goals of the Award.

## JUDGING PANEL

The judges are prominent leaders in the fields of commerce/ industry/ academia and government. They are:

Dr. John C C Chan, GBS, JP, Non-Executive Director, Transport International Holdings Limited

Mr. Benjamin Hung, Executive Director and Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited

The Hon. Miriam Kin-Yee Lau, GBS, JP, Legislative Councilor

Prof. Joseph J.Y. Sung, SBS, Vice-Chancellor and President, The Chinese University of Hong Kong

Mr. Anthony Wu Ting Yuk, GBS, JP, Chairman of the Hong Kong Hospital Authority; Chairman, Bauhinia Foundation Research Centre; Chairman, the Hong Kong General Chamber of Commerce

Prof. Rosie T.T. Young, GBS, CBE, JP, MD, DSc (Hon), Emeritus Professor in Department of Medicine, The University of Hong Kong

Independent Advisor:

Prof. Andrew CF Chan, SBS, JP, Director, EMBA Programme and Prof., Dept of Marketing, The Chinese University of Hong Kong

## IMPORTANT DATES

Nomination Deadline	:	Tuesday, March 15, 2011
Judging Panel Evaluation	:	Friday, June 10, 2011
Presentation Ceremony	:	Thursday, July 14, 2011