

2021 CAHK



CAHK STAR Award
通訊業聯會非凡年獎

ENTRY FORM

Introduction

ABOUT THE AWARDS

S- Superior T-Teamwork A-Advance R-Recognition = STAR

CAHK STAR award bestows industry recognition on companies that have shown their excellence and innovation throughout the year in different streams.

HOW THE WINNER BENEFITS

- ✧ Build brand presence and raise brand profile
- ✧ Strengthen the company reputation within the Telecom and ICT Industry
- ✧ Signify the achievement of the company and its product or service by:-
 - **Gold** winners can share a one-minute company teaser at the CAHK 38th Anniversary Gala Dinner
 - Logo exposure on CAHK website for a year
 - **TV exposure for winners as post event media coverage (e.g. Now TV)**
- ✧ The winners will be allowed to use the award logo on their stationery, promotional and advertising materials
- ✧ Winners' Company name will be published in the CAHK Anniversary Gala Dinner Programme Booklet
- ✧ Speaking and sponsorship opportunities in conferences and membership events: CAHK STAR Award Winners Sharing Series

AWARDS CATEGORIES

- | | |
|--|---------------|
| 1. Best Fixed Network Operator | 最佳固網營運商 |
| 2. Best Mobile Operator | 最佳流動電話營運商 |
| 3. Best 5G Application | 最佳 5G 應用方案 |
| 4. Best 5G Connected Arena | 最佳 5G 場地應用策劃獎 |
| 5. Best Innovation for Future Enterprise | 最佳未來企業創新大獎 |
| 6. Best International Carrier | 最佳國際網絡營運商 |
| 7. Best Video Streaming Service | 最佳影視串流服務 |
| 8. Innovative Data Centre Service | 創新數據中心服務 |
| 9. Best Startup Award | 最佳初創企業獎 |
| 10. Best FinTech Award | 最佳金融科技獎 |

ENTRY FEE

No Entry Fee is needed

ENQUIRIES

For enquiries, please call 2504-2732 or email to info@cahk.hk.

JUDGING PROCESS AND AWARD SCHEDULE

Submission of Entry Form (Deadline: Thursday, 15 July 2021)	All interested participating companies have to submit an Entry Form
Submission of Write-ups (Deadline: Friday, 20 Aug 2021)	All entries have to submit, in English or Chinese: <ul style="list-style-type: none"> A one-page executive summary to highlight the achievements of your products, services, projects, solutions, or marketing campaigns, etc. which MUST have been launched in the period from 2020 to 2021. All entries will be judged against the judging criteria listed below for each category.
1 st Round Assessment (23 – 30 August 2021)	The outstanding companies would be shortlisted for the Final Judging.
Final Judging (6 – 7 October 2021)	All finalists will be invited to deliver a 15-minute presentation, followed by a 5-minute Question & Answer session, before the Panel of Judges. The Judges will then decide on the winners of the Gold, Silver and Bronze Awards.
Results Announcement (Wednesday, 8 December 2021)	All winners will be notified separately and will be invited to join the award presentation ceremony.
Award presentation at 38 th CAHK Anniversary Gala Dinner (Wednesday, 8 December 2021)	Gold winner can share a one-minute company teaser at the CAHK 38th Anniversary Gala Dinner.

Judging Criteria	Ratings
Innovation & Creativity Innovation in product, service, business model or process, Cost-effective deployment and integration of resources or technologies and positioning of breakthroughs in market disruption and transformation	25%
Functionality Understanding and effectively addressing user requirements, empowering users to accomplish their functions efficiently, enhancement planning for foreseeable market sector/ community needs and ease of implementation	15%
Market Potential / Performance Market positioning and competitiveness of products or services in the market; current market share/user base and rolling take-up rate. Realistic/justifiable market growth projections for local, regional, global & etc.	20%
Benefits and Impact Financial viability, sustainability and scalability of the business; Creating impact: industry-impact, sectoral-impact, social-impact, on accessibility and reach, quality and satisfaction for customers	25%
Quality Reliability and stability. Quality standards as reflected by external quality marks/certs; relevant awards	15%

ENTRY FORM

For Internal Use Only

Date Received:

To: CAHK Secretariat
2021 CAHK STAR Award Entry

Attn: Ms. Yuki Dai (Email: info@cahk.hk, Fax: 2504 2752)

Please complete the Entry Form, email or fax it to the Association **on or before 15 July, 2021 (Thursday)**. Each Company can enter more than one entry per category.

Categories	Company
1. Best Fixed Network Operator 最佳固網營運商	
2. Best Mobile Network 最佳流動電話網絡商	
3. Best 5G Application 最佳 5G 應用方案	
4. Best 5G Connected Arena 最佳 5G 場地應用策劃獎	
5. Best Innovation for Future Enterprise 最佳未來企業創新大獎	
6. Best International Carrier 最佳國際網絡營運商	
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10. Best FinTech Award 最佳金融科技獎	

CONTACT INFORMATION

Name:	
Title:	
Company :	
Email:	
Telephone:	

Thank you for your Entry. Good Luck! Should you have any questions please call us at 2504-2732 or email us at info@cahk.hk.