INTRODUCTION

Superior + **T**eamwork + **A**dvance + **R**ecognition = **STAR**

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

WINNERS BENEFITS INCLUDE BUT NOT LIMITED TO

◇ **Exposure Opportunities** –

- Shortlisted companies will be invited to present to the judging panel with the mix of key industry stakeholders. Winning companies will have presentation sharing opportunity to the public in January 2024 and will be invited other key industry events/ seminars

◇ **Industry Recognition** –

- Award winners will be invited to attend the Awards Presentation Ceremony – a great opportunity for their remarkable achievements to be recognised by the industry

- Winners will receive award trophies on stage from government officials/ judges/ CAHK EXCO members, as a permanent memento of their success

- Gold Winners will share a **30-second company video** at the CAHK 40th Anniversary Gala Dinner

◇ **Promotion Opportunities** –

- **TV exposure** for Gold Winners as post-event media coverage (e.g. in Now TV)

- All award winners will receive a discounted Awardee Interview Video package, which includes TV airtime and on-site interview shooting

- Winners' Company name will be published on the CAHK Anniversary Gala Dinner Programme Booklet, CAHK website and social media

- Winners are encouraged to display the official award logo on their publicity materials to signify their outstanding performance

- CAHK would present all non-member participating companies a one-year Associate Company Membership for free as a token of our appreciation of their great support.   All CAHK Members are entitled for free advertising space on CAHK e-newsletter and social media channels

2023 CAHK STAR Awards Important Dates

15 August 2023	23 August 2023	24-31 August 2023	12 & 13 October 2023	5 December 2023	January 2024
Entry Form Submission Deadline	Executive Summary Submission Deadline	Assessment	Final Judging	Award Presentation Ceremony	Award Sharing Seminar

2023 CAHK STAR Awards

AWARD CATEGORIES & DESCRIPTIONS

	STAR Organisation	
1.	Best 5G Mobile Network Operator	最佳 5G 流動網絡營運商
2.	Best Data Centre	最佳數據中心
3.	Best Fixed Network Operator	最佳固網營運商
4.	Best International Carrier	最佳國際網絡營運商
5.	Best Startup & Future Enterprise	最佳初創及未來企業大獎
	STAR Application / Solution	
6.	Best 5G Application	5G 應用方案卓越獎
7.	Best AI Application	人工智能應用卓越獎
8.	Best Cloud Solution	雲端方案卓越獎
9.	Best FinTech	金融科技卓越獎
10.	Best Green ICT	綠色 ICT 方案卓越獎
11.	Best HealthTech	健康科技卓越獎
12.	Best Web3	Web3 應用方案卓越獎
	STAR Project	
13.	Best Customer Experience Project	最佳顧客體驗專案大獎
14.	Best Digital Entertainment Project	最佳數字娛樂專案大獎
15.	**STAR Presenter**[1]	最佳演繹大獎

[1]The selection of STAR Presenter will happen during the Award Sharing Seminar in January 2024.

AWARD CATEGORIES & DESCRIPTIONS

1.	**Best 5G Mobile Network Operator**	**STAR** Organisation

The award recognises the mobile network operator that has demonstrated outstanding performance in providing reliable, high-speed, and innovative 5G network services to its customers. This award acknowledges the operator's dedication to advancing the development and deployment of 5G technology while providing a superior user experience.

2.	**Best Data Centre**	**STAR** Organisation

The award recognises the data centre that has demonstrated exceptional performance in providing reliable, secure, and efficient data storage and management solutions, demonstrating exceptional customer service and company contributions to the sector.

3.	**Best Fixed Network Operator**	**STAR** Organisation

The award recognises the operator that has demonstrated exceptional performance in delivering reliable and high-quality fixed network services to its customers. This award acknowledges the operator's commitment to providing innovative and technologically advanced solutions for its customers' connectivity needs.

4.	**Best International Carrier**	**STAR** Organisation

The award recognises the carrier that has demonstrated outstanding performance in providing reliable and high-quality international telecommunications services to its customers. This award acknowledges the carrier's dedication to enhancing global connectivity and fostering international cooperation through its innovative and technologically advanced solutions.

5.	**Best Startup & Future Enterprise**	**STAR** Organisation

The award recognises outstanding local ICT startups and emerging enterprises that have demonstrated exceptional performance in growth, innovation, creativity, functionality, market potential, and overall performance. This award acknowledges the enterprise's commitment to pushing the boundaries of technology and business to create new and better solutions for the future, while also demonstrating the impact for significant growth and expansion in their respective markets.

6.	**Best 5G Application**	**STAR** Application / Solution

The award recognises the development and deployment of innovative and impactful 5G applications that have demonstrated exceptional performance, user experience, and market potential. This award acknowledges the application's ability to leverage the power of 5G technology to provide new and better solutions for businesses, consumers, and society as a whole.

7.	**Best AI Application**	**STAR** Application / Solution

The award recognises the development and deployment of innovative and impactful applications that have demonstrated exceptional performance, user experience, and market potential in the field of artificial intelligence. This award acknowledges the application's ability to leverage the power of AI technology to provide new and better solutions for businesses, consumers, and society as a whole.

8.	**Best Cloud Solution**	**STAR** Application / Solution

The award recognises the development and deployment of innovative and impactful solutions that have demonstrated exceptional performance, user experience, and market potential in cloud computing, showcasing the full range of possibilities created for consumers and enterprises today – from private to public, community, hybrid, or distributed cloud models.

9.	**Best FinTech**	**STAR** Application / Solution

The award recognises the development and deployment of innovative and impactful FinTech solutions and applications that have demonstrated exceptional performance, user experience, and market potential, including FinTech innovation applications or solutions for enhancing operations and/or fostering new modes of business for the financial sector (such as banking, insurance, or fund management), while also prioritising FinTech security. This award acknowledges the solution's ability to leverage the power of technology to provide new and better solutions for financial institutions and customers alike.

10.	**Best Green ICT**	**STAR** Application / Solution

The award recognises environmentally friendly initiatives in the operations of companies in the ICT industry that have made significant contributions to sustainability in the industry as a whole.

11.	**Best HealthTech**	**STAR** Application / Solution

The award recognises the development and deployment of innovative and impactful HealthTech solutions and applications that have demonstrated exceptional performance, user experience, and market potential, including the best and innovative applications or solutions that demonstrate the positive impact they have for patients and the healthcare system.

12.	**Best Web3**	**STAR** Application / Solution

The award recognises the best and innovative applications or solutions that allow people to experience Web3, which includes metaverse, blockchains, cryptocurrencies, NFTs, VR, AR, robotics, and big data. This award welcomes all players in the mobile and digital ecosystem involved in developing and delivering services, platforms, and experiences for all aspects of Web3.

13.	**Best Customer Experience Project**	**STAR** Project

The award recognises the best customer experience project that is effectively leveraging either customer-facing or back-end technology to create more relevant, seamless or inspiring customer experiences.

14.	**Best Digital Entertainment Project**	**STAR** Project

The award recognises the best and most compelling services that allow people to enjoy more when playing games or other entertainment format through digital devices and in better ways than ever before.

JUDGING PROCESS AND AWARD SCHEDULE

Submission of ENTRY FORM (Extended Deadline: 15 August 2023)	All interested participating companies have to submit an Entry Form.
Submission of EXECUTIVE SUMMARY (Deadline: 23 August 2023)	All entries have to submit, in English or Chinese: ▪ A **one A4 page** executive summary to highlight the achievements of your products, services, projects, solutions, or marketing campaigns, etc. which **MUST** have been launched to the market during 2023. ▪ The written submissions should cover all Judging Criteria.
ASSESSMENT (24 – 31 August 2023)	Participants with outstanding performance will be shortlisted for the Final Judging.
Final JUDGING (12 & 13 October 2023) Thursday & Friday	All finalists will be invited to deliver a maximum of 15-minute presentation, followed by a Question & Answer session, in front of the Panel of Judges. The Judges will then decide on the winners of the Gold, Silver, Bronze Awards, and/or Merit Awards.
RESULTS ANNOUNCEMENT (Tuesday, 5 December 2023)	All the results of the Awards will be announced at the Award Presentation Ceremony.
AWARD PRESENTATION CEREMONY at 40th CAHK Anniversary Gala Dinner (Tuesday, 5 December 2023)	All the winners will be notified separately and will be invited to join the Award Presentation Ceremony. **Gold** winners will have the privilege to share a company teaser video and receive at the Gala Dinner.
AWARD SHARING SEMINAR (tentatively in January 2024)	Gold winners are invited to present their winning projects at the public Award Sharing Seminar which is open to registered executives. The selection of STAR Presenter will happen during the Award Sharing Seminar in January 2024.

JUDGING PANEL (In alphabetical order)

Prof. Viveca CHAN
Founder & Chairman, WE Marketing Group

Mr. S. K. CHEONG
Vice Chairman, HK Television Entertainment Co. Ltd.

Mr. Tony HAU
Chairman & CEO, Multibyte Info Technology Ltd.

Mr. Stephen HO
Co-Founder & CEO, n-hop Technologies Ltd.

Dr. Bankee KWAN, JP
Chairman & CEO,
Celestial Asia Securities Holdings Ltd.

Ir. Sunny LEE, BBS, JP
Vice President (Administration), City University of HK

Mr. Michael LEUNG, MH
Group CEO, BOA Int'l Financial Group

Mr. Edmund MAK
Partner, Funder Capital Group

Mr. Gary NG
Partner, Risk Assurance, PwC Hong Kong

Ms. Titania WOO
Executive Director, The Hong Kong Management Association

Prof. XU Yan
Associate Dean, The HKUST Business School

Mr. Eric YEUNG, JP
Founding President, Esports Association of Hong Kong

JUDGING CRITERIA

The Judges will, in total independence, base their selection upon various criteria:

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%
Total	**100%**

Award Policies

Number 1: Award Eligibility Requirements

1.1   Projects launched in 2023 can enter the competition under one of the following categories:

Best 5G Mobile Network Operator
Best Data Centre
Best Fixed Network Operator
Best International Carrier
Best Startup & Future Enterprise Award
Best 5G Application Award
Best AI Application Award
Best Cloud Solution Award
Best FinTech Award
Best Green ICT Award
Best HealthTech Award
Best Web3 Award
Best Customer Experience Project Award
Best Digital Entertainment Project Award

1.2   The application must be submitted by locally (Hong Kong) registered entities (please enclose Company/Business Registration proof) in Hong Kong at the time of closing for entry enrolment.

1.3   <Update> There is no limit on the number of submissions per company, but the same project can only be eligible for ONE category. However, company can participate in both company's award category and project's award category.

1.4   It is allowed that two or more companies teamed up to submit one project. Same project for only one category applies too. In case the project is won either gold or silver or bronze award, only one award trophy will be presented to the team.

1.5   The submitted product/service must have been available in the market for at least 3 months or in live operation for at least 3 months at the time of closing for entry enrolment.^

1.6   Winning entries of the Gold/Silver/Bronze award in previous years of the STAR Awards can enter the Awards again only if there is significant change or enhancement in the product/service, or for a new award category.

1.7   Participating organisations shall ensure that all information provided for the purpose of the Award is true and correct. Any misrepresentation or omission (of required information) may disqualify the entry.

1.8   Participating organisations shall provide assistance to the Award Secretariat in support of its entry throughout the competition, as requested.

1.9   The applicant(s) must own the intellectual property right over the Innovation / Project / Initiative / Solution / Model / Collaboration etc. as mentioned in the application. Any information or documents provided to Secretariat should not infringe any third-party intellectual property rights.

1.10   All information, forms and documents supplied by participating organisations for the purpose of the Award will be treated in strict confidence and will be used only for the purpose of the Award.

1.11   The Secretariat may request verification of any data submitted by participating organisations, or site visit of the organization, as deemed necessary.

1.12   In case of any dispute, the decision of the Secretariat will be final and binding on all parties concerned.

Number 2: Entry Form and Executive Summary

2.1   Participating organisations wishing to enter the competition must complete and submit the Entry Form. More than one entry can use the same Entry Form. CAHK will send a confirmation email upon receipt. Deadline of Entry Form submission: 15 August 2023

2.2   All participating organisations must submit an executive summary per project to explain what the project is about and why it should be awarded. A one-A4 page summary is required, but no special preference on format (could be Word or PPT) or font size or language (could be English or Chinese). Submissions are sent to the designated email address info@cahk.hk
Deadline of Executive Summary submission: 23 August 2023

Number 3: Participation fees

3.1   Participation Fee: HK$1,988 for one entry. <Good news update> Apply for the STAR Awards in any of the 14 categories and enjoy a waiver of participation fee! The fee waiver is applicable to both CAHK members and referred non-member companies.

Number 4: The Judge Panel and Assessment Process

4.1   All Judges are required to declare in advance to the Secretariat any context which may create any apparent or potential conflict of interest. The Judge or Examiner in question will be excused from reviewing the entry concerned or handling in any manner any related materials.

4.2   All submitted Executive Summaries will be sent to "2023 CAHK STAR Award Judge Panel", an independent panel of judges of business and academic professionals selected by CAHK.

4.3   The panel will assess and review all the submissions and shortlist the highest-scoring entries in each category for the Final Judging sessions scheduled in October 2023.

4.4   Entrants (not shortlisted) will be informed of the results by email, shortly after the Panel's assessment.

4.5   Finalists will receive email invitations to the Final Judging Sessions. Finalists are required to deliver a 15-minute presentation, followed by a Question & Answer session, in front of the Panel of Judges who will decide the Gold, Silver and Bronze Awards winners accordingly.

4.6   The decision of Panel of Judges is final.

Number 5: Results Announcement and Award Presentation Ceremony

5.1   Results will be announced at the Award Presentation Ceremony.

5.2   All the winners will be notified separately and will be invited to the Award Presentation Ceremony.

Number 6: Competition Prizes

6.1   The prizes include Gold, Silver and Bronze trophy per category as well as Certificate of Merit.

6.2   Gold Award Winners will have the privilege to share a 30-second company video at the Award Presentation Ceremony @CAHK 40th Anniversary Gala Dinner.

6.3   Gold Award winner of each award category shall be responsible to present its winning project at the public Award Sharing Seminar in January 2024 which is open to registered executives.

6.4   Winners of the Award may use the Award logo on company stationery, in advertising and other promotional literature. In using the logo, winners must adhere to the guidelines by CAHK. Should any dispute arise from the right to use the logo, the decision of CAHK shall be final and binding.

2023 CAHK STAR Award ENTRY FORM (1 of 2)

To: CAHK Secretariat - 2023 CAHK STAR Award

Contact: ✉ info@cahk.hk   📞 2504 2732   📠 2504 2752

Please complete the Entry Form, email or fax it to the Association **on or before 15 August, 2023**.   Kindly please be reminded that each company can participate in multiple awards, but the ==same project== is eligible for ==only one award category== as appropriate.

	Award Category	**Click the checkbox that you're aiming for**	**State the Project name if applicable (cate. 6 to 14)**
1.	Best 5G Mobile Network Operator 最佳 5G 流動網絡營運商	☐	
2.	Best Data Centre 最佳數據中心	☐	
3.	Best Fixed Network Operator 最佳固網營運商	☐	
4.	Best International Carrier 最佳國際網絡營運商	☐	
5.	Best Startup & Future Enterprise Award 最佳初創及未來企業大獎	☐	
6.	Best 5G Application Award 最佳 5G 應用方案	☐	
7.	Best AI Application Award 人工智能應用卓越獎	☐	
8.	Best Cloud Solution Award 雲端方案卓越獎	☐	
9.	Best FinTech Award 最佳金融科技獎	☐	
10.	Best Green ICT Award 綠色 ICT 方案卓越獎	☐	
11.	Best HealthTech Award 健康科技卓越獎	☐	
12.	Best Web3 Award Web3 應用方案卓越獎	☐	
13.	Best Customer Experience Project Award 最佳顧客體驗專案大獎	☐	
14.	Best Digital Entertainment Project Award 最佳數字娛樂專案大獎	☐	

CONTACT INFORMATION

Company Name:	
Contact Person:	
Title:	
Email:	
Contact number:	

2023 CAHK STAR Award ENTRY FORM (2 of 2)

To: CAHK Secretariat - 2023 CAHK STAR Award

Contact: ✉ info@cahk.hk 📞 2504 2732 📠 2504 2752

<Good news> Apply for the STAR Awards in any of the 14 categories and enjoy a waiver of participation fee (HK$1,988 for one entry)!   The fee waiver is applicable to both CAHK members and referred non-member companies.   For non-CAHK Member companies, please fill in one member company name to enjoy the enrolment fee waiver.

Personal Data Collection Statement

The Association may use the information above for incorporation into any of its databases for the purpose of dispatching membership information, including but not limited to events and seminars, awards and competitions, newsletters, direct marketing, special offers, promotional activities, and other services and activities that it may arrange. I confirm that the Association has my consent to release my personal data for the stated purposes and that I abide by the Privacy Policy Statement set forth on the Association's website.

☐   Please tick the box to indicate your consent.

☐   Please tick the box to indicate your objection.

Notes

1. I have understood all the "Award Policies" listed on page 7-8.
2. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

<u>Declaration</u>

I declare that the information provided in this entry form and the subsequent executive summary is true, correct and complete to the best of my knowledge. I understand that the Award Secretariat may request verification of data and information submitted and in the case of submitting false information, the Communications Association of Hong Kong reserves all rights to disqualify my entry and awards being granted in 2023 CAHK STAR Awards.