

European Business Award for Ukraine

The 11th European Business Awards, Europe's largest business competition, is now underway. Since 2007, the awards have been recognizing innovators, success stories, and ethical entrepreneurs in European business.



Andrey Pleskonos

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The **European Business Awards** is one of the most prestigious accolades a company can receive, and is considered the world's largest cross-industry, cross border business competition.

The awards exist because of believe that business has a key role to play in tackling the major issues faced by Europe and the world: unemployment, climate and environmental challenges, conflict, and widespread poverty. The creation of stronger, more successful, innovative and ethical business communities will help address these challenges.

Moreover, this is the first time in the history of the competition when Ukrainian companies will be able to join in this great business event. And, importantly for our cost-sensitive Ukrainian market, participation is free of charge, as the European Business Awards are funded solely through sponsors' support.

Companies that enter, or are nominated, have the chance to win in one of 12 categories. As well as endorsement and recognition, other benefits for those taking part include networking opportunities with peers, potential new business partners, increased brand exposure through PR and social media, and the opportunity to be part of a select business community.

The Awards Categories for 2017-2018 are:

1. The RSM Entrepreneur of the Year Award
2. The ELITE Award for Growth Strategy of the Year
3. The Award for Innovation
4. The Award for International Expansion
5. The Social Responsibility and Environmental Awareness Award
6. The New Business of the Year Award
7. The Workplace and People Development Award
8. The Customer and Market Engagement Award
9. The Digital Technology Award
10. The Business of the Year Award with Turnover €0 - 25M
11. The Business of the Year Award with Turnover €26M - 150M
12. The Business of the Year Award with Turnover €150 +

This year, the competition has a three-stage process. Following entry, in October, a "Ones to Watch" list of businesses chosen as the most successful, innovative and ethical in each country will be published. Following further judging, 12 National Winners (one in each category) will be announced for each country. Finally, in June 2018 the final 12 European Winners will be announced at a celebratory Gala.

Jean Stephens, CEO of RSM International, long-term sponsors of the awards, said: **"As advisors to growing and successful businesses, such as those in the European Business Awards, our goal is to help them to make confident decisions for the future, and this is particularly important during these unpredictable and challenging times. Given the current circumstances, we believe it is more important than ever to recognize and reward achievements, ethics and ingenuity."**

Why should a business participate in the European Business Awards?

Obviously there is a strong element of competitiveness in the awards – they wouldn't be worth winning without it. There's also a robustness and transparency to the judging process that means every entrant knows they will be assessed purely on merit. As the reputation of the awards has grown, so too has the prestige associated with winning, along with the number and quality of the companies entering and hoping to triumph.

This expanding number of diverse entrants is also enabling the awards to build a unique community of business experts from different industries who are motivated to meet, interact, and share ideas via our alumni groups, conference and webinars.

The European Business Awards bring these like-minded organizations together, giving big players from various industries a unique opportunity to do business, as well as learn about and resolve major challenges. How else could you get movers and shakers from the pharmaceuticals engineering, fashion and transport industries under the same roof, let alone around the same table?

Among previous participants and winners are well known brands such as Mercedes-Benz, Leroy Merlin, Maersk, Marks & Spencer, Ecolab, and Osram, as well as younger and smaller but also amazingly fast-growing companies.

"To be awarded an EBA not only gives you visibility within the sector - it is also a way to promote your brand."
Ametller Origen.

"It provided interesting networking opportunities with influencers and possible partners."
Leroy Merlin.

"It is an important opportunity for companies in Europe to connect, and a great chance for leaders to network."
Science4you.

Last year the European Business Awards attracted over 33,000 organizations from 34 countries. It generated 7,000 items of coverage across digital media, which is equal to 18 million euros in media coverage. There were 236,055 individual online votes cast in the public vote.

To enter this year's European Business Awards, or for more information about the competition, please go to www.businessawardseurope.com



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