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Benelux Chamber of Commerce in Shanghai hosts 'Best of BenCham' Awards Gala Dinner

Shanghai, 21st November 2013 On Thursday evening the Benelux Chamber of Commerce (BenCham) Shanghai hosted the second edition of the Best of BenCham at the Grand Hyatt in Shanghai. The Awards Gala Dinner was celebrated with three different business awards which were given to successful Benelux companies in China. With almost 250 guests, representing the Chinese and Benelux business community, the evening turned out to be an even bigger success than last year.

The Best of BenCham, hosted by inspiring and dynamic MC Nancy Pon - General Manager of Touch Events - turned the spotlights on successful Benelux companies in China with three different business award categories. The finalists for each category were announced two weeks prior to the Awards Gala Dinner, and during the evening the winners were finally revealed.

The evening started with the BenCham Personality of the Year Award, which was given to Mr. Edwin van der Sar, former goalkeeper of the Dutch national football team and current Marketing Director for AFC Ajax. In cooperation with Everton FC, AFC Ajax organized a campaign in China called 'Football Dream': a show in which both football teams worked together on discovering new Chinese football talent. During the Awards Gala Dinner Van der Sar thanked the audience in Shanghai with a personal video message.

The first business award, the 'De Wolf & Partners Starter of the Year Award' was handed out to Link Design, a Dutch creative design company with both offices in Amsterdam and Shanghai. In the short time they have been active in Shanghai, Link Design has shown strong presence in China and according to the jury they show great growth potential.

Following, the 'AkzoNobel CSR Award' was given to Bugaboo, a Dutch mobility company which primarily produces baby strollers. According to the jury, Bugaboo is a company that tries to go beyond just ticking all the boxes of the CSR checklist, and that's exactly why they won.

Finally, the 'KBC Company of the Year Award' went to Recticel, a Belgian manufacturer of polyurethane foam products, concentrating on the automotive industry in China. Recticel believes its success lies in the self-developed "plant-in-plant" market entry principle. They state: "Where our customers move to, we move with them".

The Best of BenCham turned out to be a festive evening where both the established and the ambitious got together and forged long-lasting business relations. Mariska Kiewiet de Jonge, General Manager at BenCham Shanghai, was very satisfied: 'It's so inspiring and fascinating to see that Shanghai still offers so many business opportunities. The evening turned out to be an even bigger success than we expected and shows great potential for the years to come.'

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For more about the Best of BenCham 2013, please visit our [website](#).

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Appendix I

Best of BenCham Award Winners 2013

AkzoNobel CSR Award

Bugaboo

Bugaboo is a dynamic Dutch design driven company. Bugaboo increases people's mobility and freedom of movement thanks to innovative, functional products. Bugaboo was established in 1999 and is rapidly expanding due to international success. We insist on the principle of Total Quality Management, take an international view, focus on the long term development, provide good working environment and friendly atmosphere. Bugaboo stroller has become the highest level product in the world.

www.bugaboo.com

KBC Company of the Year Award

Recticel

Founded in 1778, Recticel NV/SA is a Belgium Group of Companies. It consists out of 4 major Business Lines; Automotive, Bedding, Flexible Foam and Insulation. The group employs about 11.000 people in its 90 factories worldwide. Within China, the group is represented through its Automotive and Flexible Foams Divisions.

www.recticel.com

De Wolf & Partners Starter of the Year Award

LinkDesign

Link Design, established in Amsterdam and Shanghai, is a creative design agency. They are specialized in branding in the broadest sense of the word. Link Design helps her clients in all sub-areas: from strategy, logo and visual identity to brochures, packaging, websites, SEO strategies, campaigns, kick-off events and more. In addition Link Design takes care of the Brand Management for western companies wanting to enter the Chinese market. From their office in Shanghai Link Design develops, coordinates and supervises the brand value of our customers in China.

www.linkdesign.nl / www.linkdesign.asia

Personality of the Year Award

Edwin van der Sar

Edwin van der Sar, the famous Dutch goalkeeper, who played for Ajax, Juventus, Fulham and Manchester United, is now Ajax's Marketing Director. He has been in Asia several times and knows better than anyone else that China, the sport-crazy nation, loves the Premier League and loves Ajax. Edwin van der Sar has won several awards, including Best European Goalkeeper in 1995 and 2009, and UEFA Club Goalkeeper of the Year in 2009. He is considered, by critics and fellow players, as one of the greatest goalkeepers of all times.

During his last visit to China, in May 2013, Edwin van der Sar joined together with Ronald de Boer and Aron Winter the launch of 'Football Dream', one of the many initiatives Ajax undertakes for partnerships in China.

Appendix II The Best of BenCham 2013 Award categories



AkzoNobel CSR Award

This Award seeks to acknowledge those Benelux companies which hold an outstanding track record and have shown commitment in meeting their Corporate Social Responsibilities in China.

The Jury defines Corporate Social Responsibility as:

"The responsibility of enterprises for their impacts on society. To fully meet their social responsibility, enterprises should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders."



KBC Company of the Year Award

This Award seeks to acknowledge those Benelux companies which have shown strong commitment to China throughout the years by becoming significant players on their specific markets in China and actively contributing to enhancing the business relationship between China and Belgium / The Netherlands / Luxembourg.



De Wolf & Partners Starter of the Year Award

This Award seeks to acknowledge those Benelux companies that have recently started successful operations in China or Chinese domestic companies which were recently founded by a citizen of one of the Benelux-countries and which are showing substantial growth potential.



BenCham Personality of the Year Award

This award seeks to recognize the efforts and achievements of an individual who contributed significantly to enhance the profile of Belgium, The Netherlands and/or Luxembourg in China.