**Award:** Best New Product or Service of the Year Award

**Criteria:** This award is presented to an organization that has introduced an exceptional product or launched a ground-breaking service within the past year. The product or service should stand out for its substantial impact compared to existing market options. Evaluation focuses on its innovation, design, effectiveness, and the positive effects it brings to its users or the industry. The product or service should exemplify excellence in fulfilling consumer needs, enhanced user experiences, or performance enhancements that set a new benchmarks in its category.

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**Nominee Information**

**Organization Name (English):**

**Organization Name (Chinese):**

**Contact Person:**

**Position/Title:**

**Address:**

**Phone Number:**

**Email Address:**

**Website (if applicable):**

**WeChat (if applicable):**

**Product or Service Information**

Name of Product/Service:

Launch Date:

Target Market (B2B/B2C/Both):

Primary Industry/Sector:

**Nomination Details**

**1. Overview of the Organization:**

(Please provide a brief introduction to the organization, including its mission, goals, and significant achievements. *Limit 500 words.*)

**2. Innovation and Design:**

(Please provide a comprehensive description of the product or service, emphasizing the innovative features and design elements that distinguish it from competitors. *Limit 500 words.*)

**3. Effectiveness:**

(Explain how the product or service effectively meets the needs it was designed to address. Include evidence of performance enhancements, problem-solving capabilities, or user experience improvements. *Limit 500 words.*)

**4. User Impact:**

(Describe the positive effects the product or service has had on its users or the industry. Include user testimonials, case studies, or performance metrics where possible. *Limit 500 words.*)

**5. Industry Benchmark:**

(Explain how the product or service has set a new benchmark within its category. Focus on enhancements in efficiency, quality, or user engagement that represent a leap forward from existing market options. *Limit 500 words.*)

**6. Consumer Needs Fulfillment:**

(Detail how the product or service exemplifies excellence in fulfilling consumer needs. Include feedback on user satisfaction, accessibility improvements, or any other relevant information. *Limit 500 words.*)

**7. Challenges and Solutions:**

(Explain any significant challenges faced during the creation or roll out of the product or service and how they were overcome. *Limit 500 words.*)

**8. Evidence of Success:**

(Provide evidence of the positive outcomes, such as testimonials, reports, or measurable improvements. *Limit 500 words.*)

**Supporting Documents**

Please attach any supporting documents that could strengthen the nomination. This may include but is not limited to:

- Technical specifications or product/service documentation

- Market research or comparative analyses

- Sales figures, adoption rates, or market share information

- Press releases, media coverage, or promotional materials

- Awards or recognitions received

*(Documents will be assessed on targeted, succinct, and relevant information to the application. Additional documents may be requested.)*

**Declaration**

(By C-Suite or Director Level Personnel)

I hereby certify that the information provided in this nomination form is true and accurate to the best of my knowledge, and I have the authority to nominate the organization for the Best New Product or Service of the Year Award.

**Name:**

**Date:**

**Signature:**

**Submission**

Submit this form, and all supporting documentation via email to:

[ChinaBusinessImpactAwards@cancham.asia](mailto:ChinaBusinessImpactAwards@cancham.asia)

Submission Deadline: February 29, 2024

Finalists Announced: March 15, 2024

Winner Announced: March 28, 2024

*Please note, language of submission must be in English.*