



AFE Awards 2013
亞太區殯葬業大獎 2013

Application form and Details
參加表格及詳情



www.AsiaFuneralExpo.com

Purposes and Significances of AFE Awards

1. Promote and encourage funeral enterprises in Asia-Pacific region to actively involve and participate in the industry, to promote sustainable development and to become more professional and modernized.
2. To recognize enterprises which continuously seek breakthroughs, innovations and new ideas in the industry, cultivates talents and contributes to the community.
3. To enhance the image, social status and respect of the funeral industry and recognize the outstanding enterprises and practitioners in the Asia-Pacific region.
4. To promote interactions and idea exchange; to speed up and enhance the overall industry development.

Eligibility

1. Must be engaged in funeral related business, ie. crematorium, cemetery, columbarium, funeral home, etc.
2. The registered business or service should be provided in the Asia-Pacific region.

Entries

1. A company can select a service in its business to participate, for examples, cemetery, funeral home, etc.
2. The entire company business

Award Categories and Judging Criteria – Please refer to next page.

Benefits to Participating Companies

1. To enhance the brand and image of the corporate within the industry, and to increase international exposure.
2. To increase the cohesion within the enterprise and to spark enthusiasm and morale among staffs.
3. Winning units can use the AFE Awards title on their publicity materials.

Pre-event Promotion

1. AFE official website: special reports, website hyperlinks.
2. Regular e-mails, special reports.
3. Press releases dispatch to international funeral industry associations and professional journals, newspapers and media in the Asia-Pacific region.

Promotion during Convention

1. Fairground: posters, catalogues and dedicated booth are used for showcasing the proposal/report.
2. AFE Awards ceremony will be held during AFE International Night Dinner.
3. AFE Awards catalogue.
4. Media interview arrangement privilege.

Judging Panel

1. Formed by leading associations and professionals of international funeral communities.
2. Members of the judging panel cannot nominate themselves or their institutions for the awards.

『AFE 亞太區殯葬業大獎』(AFE Awards) 目的及意義

1. 推動及鼓勵亞太區業界更積極投入及參與產業，推動亞太區殯葬業持續發展，邁向更專業及現代化。
2. 表揚一直推動業界、為業界注入新思維及尋求突破、不斷自我完善、為社會培養人才的亞太區企業。
3. 提升亞太區殯葬業在社會的地位及形象，表揚出色企業及業者。
4. 加強業界交流，促進觀摩學習。

參加資格

1. 必須為從事或提供殯儀服務機構，例如：墓園、骨灰安置所、殯儀館等。
2. 公司註冊地或業務在亞太區，包括：亞洲、大洋州地區。

參賽項目

1. 公司可在旗下業務選取個別項目或服務參加：如墓園、服務單位或殯儀館，或
2. 公司的整體業務。

競逐獎項類別及評分範圍 – 請參閱下頁。

參加企業的獲益

1. 提升及增強企業、品牌在世界的知名度及品牌形象，增加在業內及國際的曝光率。
2. 凝聚企業內部，提升士氣。
3. 得獎企業可在公司宣傳物料上使用得獎名銜。

展會前期宣傳

1. AFE 網站：專頁報導、網站連結。
2. 定期電子郵件，專題報導。
3. 發放新聞稿予國際性的殯葬協會及專業業界期刊、亞太區報章及媒體等。

展會期間宣傳

1. 展會場內：推廣海報或展板、會刊、專設推廣展位。
2. 頒獎典禮將會在 AFE 國際晚宴中隆重舉行。
3. 『AFE 亞太區殯葬業大獎』得獎企業專題刊物。
4. 優先媒體採訪機會。

評審團

1. 由各地殯葬業協會及專家組成以保持專業及中立性。
2. 評審團成員不能提名其機構競逐獎項。

AWARD CATEGORIES AND JUDGING CRITERIA

競逐獎項類別及評分範圍

The criteria for selection include 評選標準包括:

Award Categories 競逐獎項類別	Judging Criteria 評分範圍
Corporate Development 企業發展	It refers to the planning and execution of a wide range of strategies to meet specific organizational objectives, including professional training & strategies. 是指企業面對未來未知環境的適應，使企業得以進一步運行，實現企業目標，其中包括專業培訓及提升策略。
Corporate Social Responsibility 企業社會責任	The corporate must support the idea of sustainable development. In addition to considering the financial and operating conditions, it also put into the consideration of its impact on social environment like cultural heritage and charitable activities. 指商業運作必須符合可持續發展的想法，企業除了考慮自身的財政和經營狀況外，也要加入其對社會環境所造成的影響的考量，如文化承傳、公益事業等。
Green Enterprise 綠色企業	It refers to the participation in environmentally friendly or green activities to ensure that all products and activities adequately address current environmental concerns while maintaining a profit. 是指以可持續發展為己任，參與環保或綠色活動，將環境利益和對環境的管理納入企業經營管理全過程，並取得成效的企業。
Innovation 創新意念	It refers to the successful application of new ideas or technology to enhance the level of competition and the value-added, in order to create new business opportunities in the market. 是指企業成功運用嶄新意念和科技去提升競爭水準和增值能力，締造市場新的商機。
Marketing Strategy 市場營銷策略	It is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. 是指企業集中有限的資源，有計劃地組織各項經營活動，以增加銷售及可持續的競爭優勢。

Note: The Judging Panel states that the winners they have selected for a specific Award is an outstanding one that deserves recognition and that may serve as a benchmark for other industry players. It follows that there may be more than one winner in a category, and conversely there may be none.

註：評委會以評選標準來選出優秀企業，獲獎企業必定是在某獎項類別上值得肯定，並認可作為同業的專業參考。因此，在某獎項類別上可能有及多的一個以上的獲獎企業，相反某獎項類別可能沒有獲獎企業。

AFE AWARDS 亞太區殯葬業大獎 2013



APPLICATION FORM 參加表格

Form Submission Deadline 報名截止日期 : **3.12.2012**

Proposal/Report and Materials Submission Deadline 計劃書或展示報告截止日期: **28.2.2013**

*Please complete the application form in **BLOCK** letters and email to info@AsiaFuneralExpo.com on or before 3/12/2012.

請以**正楷**填寫以下各項後在 2012 年 12 月 3 日前，電郵至 info@AsiaFuneralExpo.com。

Company Information 公司資料

Company Name 公司名稱			
Authorized Person 負責人姓名	Mr. 先生		
Job Title 職銜	General manager grade or above/職級總經理或以上		
Address 地址			
Country 國家		Company Website 公司網址	
Tel 電話	- -	Fax 傳真	- -
Email 電郵		Mobile 手機號碼	-

Award Categories 競逐獎項類別

Categories 競逐類別	Please select the award categories (1: first choice, 2: second choice. Maximum: 2 categories) 請選擇競逐獎項類別 (1 代表首選, 2 代表次選。最多可選 2 個。)		
	<input type="checkbox"/> Corporate Development 企業發展 <input type="checkbox"/> Corporate Social Responsibility 企業社會責任 <input type="checkbox"/> Green Enterprise 綠色企業 <input type="checkbox"/> Innovation 創新意念 <input type="checkbox"/> Marketing Strategy 市場營銷策略 <input type="checkbox"/> Other 其他 : (Please Specify 請註明)		
Contact person 聯絡人		Job Title 職銜	
Email 電郵		Tel 電話	- -

Referees Information 提名資料 (at least 5 referees are required 最少五位推薦人)

Company / Association 公司 / 機構	Contact person 聯絡人	Position 職銜	Email 電郵	Contact phone No.# 聯絡電話
				- -
				- -
				- -
				- -
				- -

Organizer may contact the referees to verify the application. 主辦單位或會個別聯絡推薦人以確定其身份及支持貴公司參加競選。

Authorized Signature & Company Stamp :

負責人簽署及公司印鑑

Inquiry: Email 電郵: info@AsiaFuneralExpo.com Subject 標題註明: AFE Awards13 Inquiry 查詢: 852 25280062

Payment Method: 付款方法: All cheques / bankdrafts / telegraphic / transfers should be made to : 請將支票 / 銀行匯票 / 電匯(T/T) 開至:

Organizer 公司名稱 : Vertical Expo Services Company Limited 縱延展業有限公司

Bank name 銀行名稱: Hang Seng Bank: 香港恒生銀行 USD Saving Account: 帳號(美元): 024-294-580055-201 0

Bank 銀行 swift code: HASEHKHH

Bank address 銀行地址: 83 Des Voeux Road, Central, Hong Kong: 香港中環德輔道中 83 號

Please fax or email this form and Bank receipt to 請將此表及匯款通知書傳真至 (852) 2528 0072 or info@AsiaFuneralExpo.com

All payment must be made in USD currency only. All banking charges are to be paid by the client 所有款項應以美元支付, 所有銀行手續費應由匯款人承擔。

APPLICATION 參加指引

Eligibility

1. Must be engaged in funeral related business, ie. crematorium, cemetery, columbarium, funeral home etc.
2. The registered business or service should be provided in Asia-Pacific region.

Entries

1. A company can select a service in its business to participate, for examples cemetery, funeral home, or
2. The entire company business.

Enrollment Procedures

1. Fill in the application form (Appendix 1) and return to the organizer via email on or before 3 December 2012.
2. The participation fee is USD500.
3. Proposal/ report/presentation submission:
 - 3.1 Corporate introduction
 - 3.2 Content shall include: company description, photos, industry characteristics and history
 - 3.3 Proposal/ report/presentation can be covered all or some of the criteria (please refer to Judging Criteria below)
 - 3.4 No word and format limitation
 - 3.5 Deadline of proposal submission: 28 February 2013
4. Proposals will be reviewed and scored by judging panel.
5. Results will be announced one to two months before AFE2013.

Award Categories and Judging Criteria

- Please refer to "Award Categories and Judging Criteria"

Winning Unit will be Entitled...

Dedicated Booth and Media Interview

In order to enhance promotional opportunities and to encourage interaction among the industry players, on-site dedicated booth will be set up at the AFE expo to showcase the winning units outstanding proposals, including items:

1. Leaflet, promotion material, souvenir
2. Corporate videos/ power point presentation
3. Corporate logo, award-winning products/ facilities photos
4. The original proposal/ presentation (soft and hard copies)

Above materials will be placed in the booth, sharing sessions by specific winning unit will be arranged by the organizer.

AFE International Night Dinner cum Awards Ceremony

1. AFE Awards Ceremony will be held during the AFE International Night Dinner on 15 May 2013 at HKCEC Ballroom. Dress code will be business or cocktail attire (black tie optional).
2. In the event, "AFE Awards" trophy will be presented, winning unit will be introduced and each winning unit will have a chance to give a 3 minutes speech.
3. To share the honor with the team, winning unit is required to buy at least a table for ten. AFE will offer special package for groups (including Conference & Expo badge, and AFE International Night Dinner cum Award Ceremony ticket)
4. Media interview will be arranged and press release dispatch to media.

Rules & Regulations

1. To avoid affecting the assessment progress, no amendment is allowed for any submitted proposal/presentation.
2. No late submission is permitted, no refund policy.
3. Each applicant can submit only one entry.
4. Applicants must ensure that all personal data entered are true and correct. They must not infringe on the rights of others (including copyright). Before the results are announced, submitted works must not be published in any form through the media or other avenues (including online or print publication), otherwise will be disqualified.
5. The organizer has the right to exhibit in the event and upload the winning units on the AFE website.
6. The organizer reserves the right to amend the regulations, judging criteria and result of the contest without informing participants in advance. The decisions of the judges are final and cannot be appealed.
7. The final decisions on the competition shall rest with the organizer who may amend the terms and conditions, awards or any other arrangements concerning the competition at any stage without informing applicants.

參加資格

1. 必須為從事或提供殯儀業服務機構，例如：墓園、骨灰安置所、殯儀館等
2. 公司註冊地或業務在亞太區，包括：亞州、大洋州地區

參賽項目

1. 公司可在旗下業務選取個別項目或服務參加：如墓園、服務單位或殯儀館，或
2. 公司的整體業務

參加辦法及報名程式

1. 填寫申請表 (附表一)並在 2012 年 12 月 3 日前將填妥的表格電郵回主辦單位
2. 報名費用為每單位 500 美元-
3. 遞交計劃書或展示報告：
 - 3.1 依照下列評分範圍，介紹參加的單位、設施等
 - 3.2 內容可附有：相片、錄象、產業特色及歷史等
 - 3.3 計劃書或展示報告內容可覆蓋所有或部分的標準 (請參閱下面的評分範圍)
 - 3.4 計劃書或展示報告字數形式不限
 - 3.5 計劃書或展示報告截止遞交日期：2013 年 2 月 28
4. 評審團評分：AFE 顧問團成員
5. 公佈結果：約在 AFE2013 展會前 1-2 個月

競逐獎項類別及評分範圍

- 請參閱"競逐獎項類別及評分範圍"。

得獎單位獲益 / 活動

推廣展位及傳媒採訪

在會場中特設「AFE 亞太區殯葬業大獎」觀摩區，以加強業界交流、增強得獎機構宣傳機會及提升傳媒採訪率。展位內可配備以下資料以作宣傳：-

1. 宣傳單張，紀念品
2. 企業宣傳短片
3. 企業商標、得獎產品、模型設備或設施照片/海報
4. 計劃書或展示報告正本 (軟件及硬體)

以上資料會放置在展位中，讓參觀者及傳媒參考及閱讀。大會亦可安排時段，讓得獎企業在展區與業界交流及分享

AFE 國際晚宴暨頒獎典禮

1. 頒獎禮將在 2013 年 5 月 16 日假座香港會議展覽中心宴會廳，AFE 國際晚宴中舉行，出席者均需用禮服/晚裝出席
2. 在晚宴會中會介紹得獎企業，並頒發『AFE 亞太區殯葬業大獎』獎座，得獎者有 3 分鐘的致辭及介紹
3. 獲獎企業必須最少購買一桌(10 人)晚宴券，與企業同仁出席活動以接受及分享此項榮譽。AFE 提供參加優惠套票(包括會議及展會入場証，國際晚宴暨頒獎典禮門票)，以便得獎企業組團光臨參與此盛事
4. 當晚亦會安排及邀請媒體採訪及廣發新聞稿

參加規則

1. 為免影響評審進度，已遞交了的計劃書或展示報告，恕不接受任何更改申請
2. 所有的計劃書或展示報告必須在截止日期前遞交，否則釋放棄參加。已交的報名費，恕不退回
3. 每位參賽者只可提交一份參賽計劃書
4. 參賽者提供的資料必須真實無訛，亦無侵犯他人的權益(包括版權)。結果公佈前，參賽者不得以任何方式於任何媒體或途徑發表(包括網上或出版)，否則參加或得獎資格將被取消
5. 主辦機構有權將得獎計劃書上載至 AFE 網頁、在展會等公開場合展示
6. 主辦機構保留對比賽規則、評審準則和結果的最終修訂權和決定權，如有更改恕不另行通知。比賽結果一概以評審團之最終決定為準，任何人不得異議
7. 主辦機構將保留一切有關活動之最終決定權，包括更改此活動的條款及細則、獎項及其他安排，而不需另行通知