REGIONAL AWARDS GUIDELINES FOR ALL REGIONS OTHER THAN THE MIDDLE EAST

SUBMISSION DEADLINES:
CLOSE OF BUSINESS FRIDAY, APRIL 21

DECISION NOTIFICATIONS:
NOT LATER THAN THURSDAY, JUNE 1

OTHER IMPORTANT DATES:
PLEASE NOTE THAT THE EUROMONEY GLOBAL AWARDS FOR EXCELLENCE DINNER WILL TAKE PLACE AT THE TOWER OF LONDON ON JULY 6, AND THE ASIA AWARDS FOR EXCELLENCE DINNER WILL TAKE PLACE IN HONG KONG ON JULY 13

Note to all participating banks from the editor:

We thank you for your continuing support of and interest in Euromoney’s Awards for Excellence. Without your support we would not be able to produce what the industry considers to be the definitive awards programme for global financial services.

Last year, we made some big changes to the regional awards categories. We believe they succeeded in better reflecting the changing nature of the banking industry; therefore the regional awards categories are substantively the same for 2017.

As last year, candidates for regional awards are not confined to those firms that can demonstrate pan-regional capabilities. Although breadth of business remains an important differentiator, banks or investment banks that can show they are best-in-class in any given category should feel welcome to submit, even if they are more localised in their business. Their submissions will be given full consideration.

While league tables remain a useful guide to our deliberations, the onus is on banks to show their excellence as a firm in delivering a clearly differentiated offering for their clients and in producing best-in-class financial performance. The goal of your submissions should be to focus on these elements.

We very much look forward to receiving submissions for these new-look categories and to meeting the challenge of making the right decisions.

Clive Horwood
Editor
Euromoney

Please note: Because of the huge number of submissions we receive, we can only undertake to notify winners of their successes on the above dates. Also, please understand that we cannot participate in any discussions about the decisions until after publication of the Awards for Excellence results in the July issue.
The review period for our regional awards is April 1, 2016, to March 31, 2017. Submissions should be presented in PDF format at a maximum length of FOUR SIDES OF A4 PAPER.

Each regional submission should tell the story of why your firm has demonstrated that it is best in class in the category in question during the review period.

It is up to you how you choose to tell your own story in the most compelling way, but some of the things that we will be looking for include:

- a clear ability to adapt to changing market conditions and the regulatory environment both as a business and as a firm that meets its clients’ needs;
- a track record of delivering on strategic initiatives, whether they are in products or sectors, in technology or in moving with your clients;
- efficiency and focus;
- momentum in your business, both in increasing market share and improving profitability;
- depth as well as breadth of your business;
- case studies that show innovation and excellence, especially those that show long-term commitment and relationships with clients;
- testimonials from clients; and
- data, both from league tables (please use Dealogic) and your own published financial results, that demonstrate outperformance relative to your peers and competitors.

CATEGORIES:

**The region’s best bank**
This award will be given to the region’s best bank. This could be either a pan-regional banking group or a best-in-class country award winner. This award will go to an industry-leading bank that shows strong financial performance across key metrics; that has a clearly differentiated business model, founded on the core strengths of its franchise; that has shown an ability to adapt to changing market and regulatory conditions; that is innovative; and has established a track record of delivering on its targets to shareholders and commitment to its clients.

**The region’s best investment bank**
This award will be given to the firm that shows an ability to deliver for its clients across investment banking products and sectors, including financing, advisory and markets, while demonstrating strong financial performance and risk management. The winner will need to prove it has a business mix that suits both the franchise of the firm and the changing market and regulatory environment.

**The region’s best bank for financing**
This award will recognise the firm that stands out across debt and equity capital markets, lending (including structured and leveraged), M&A financing, risk management trades, etc, in the region for all client sectors.

**The region’s best bank for advisory**
This award will go to the firm that can demonstrate best-in-class advice to clients in all sectors around M&A, restructuring, risk management and regulatory issues. Remember good advice can be recommending to clients that they should not do something as much as what they should do.
The region's best bank for markets
This award will go to the bank that shows excellence and commitment to sales and trading in all important asset classes, providing consistent and well-priced liquidity, as well as demonstrating leadership in technology and research.

The region's best bank for transaction services
The winner of this award will be the bank that shows proven excellence in its corporate and financial institution relationships in cash management, payments and trade finance, helping clients not just within the region but also around the world.

The region's best bank for wealth management
The winner of this award will be a private bank that can demonstrate a proven track record in providing best-in-class service to wealth management clients in the region, combining excellence in advice, products, technology and innovation, as well as demonstrating growth in client assets and revenues.

The region's best digital bank
This award will go to a bank that shows true leadership in its digital offering, whether in wholesale or retail banking or a combination of the two, using technology that clearly benefits both clients and the efficiency of the institution, and that has put digital at the heart of its business.

The region's best bank for corporate social responsibility
We will consider initiatives announced or progressed over the past 12 months in CSR, with particular focus on those that provide financial or market solutions.

The region's best bank for SMEs
This award will go to a bank that can demonstrate outstanding commitment to the particular needs of small and medium-sized enterprises over the past 12 months across financing, advice, trade, cash management and growth initiatives.
We define SMEs according to the guidelines set out by European Commission here: http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm

The region's best bank transformation
This award will recognise a bank that over the past 12 months has fundamentally transformed its business model or offering to clients and can demonstrate that this transformation is now paying dividends in terms of business performance.

The relevant regional editors are as follows:

**Asia** – Chris Wright (chris.wright@euromoney.com)
**North America** – Mark Baker and Helen Avery (mbaker@euromoney.com; havery@euromoneyny.com)
**Latin America** – Rob Dwyer (latam@euromoney.com)
**Western Europe** – Dominic O’Neill (donNeill@euromoney.com)
**Emerging Europe** – Lucy Fitzgeorge-Parker (lucy.fitzgeorge-parker@euromoney.com)
**Africa** – Olivier Holmey and Dominic O’Neill (olivier.holmey@euromoney.com; donNeill@euromoney.com)
WHAT HAPPENS NEXT?
Once you have received the submission guidelines, you may have some questions. In the first
instance, these should be directed to our dedicated awards email address:
awardsforexcellence@euromoney.com
One of our editors or researchers will respond as quickly as possible.
Claudia De Meulemeester, our executive editor, will be managing the awards submissions process.
We do feel, however, that the submission guidelines are very thorough and straightforward, and
ask you to only contact us when efforts to decipher the guidelines have completely failed.
Claudia’s contact details are:
Email: cdemeulemeester@euromoney.com
Telephone: +44 207 779 7342

HOW TO SUBMIT:
Once you have your submissions ready, please convert them to PDF format before you send them
to us. The files must be carefully named, following the template:
Region_Bank_Award
(eg: Asia_BankXYZ_Bestbank or Africa_BankABC_BestInvestmentbank)
Send them to our dedicated awards for excellence email address:
awardsforexcellence@euromoney.com
Please ensure that the submission includes contact details in case we have any follow-up
questions. You will receive a reply confirming receipt.

REMEMBER THE SUBMISSION DEADLINE: FRIDAY, APRIL 21
We know you have a lot to do now but we’ve tried to keep the guidelines as simple as possible.
Our editorial team also needs sufficient time to properly analyse and consider your submissions,
which is why we state:
THE SUBMISSION DEADLINES ARE FINAL. NO EXTENSIONS TO THE DEADLINES WILL BE
GRANTED IN ANY CASE. IF YOUR SUBMISSION COMES IN AFTER THE DEADLINE, WE WILL
TRY TO CONSIDER IT, BUT MAKE NO GUARANTEE THAT WE WILL DO SO.

WANT TO KNOW MORE ABOUT OUR AWARDS DINNERS IN LONDON AND HONG
KONG?
To book your table in advance, or to learn more, please contact our commercial director of
events, Daniel Elton
Email: delton@euromoneyplc.com
Telephone: +44 207 779 7305