EUROMONEY AWARDS FOR EXCELLENCE 2012

REGIONAL AWARDS GUIDELINES

SUBMISSION DEADLINES:

FOR THE MIDDLE EAST, CLOSE OF BUSINESS FRIDAY APRIL 20
FOR ALL OTHER REGIONS, CLOSE OF BUSINESS FRIDAY MAY 11

DECISION NOTIFICATIONS:

FOR THE MIDDLE EAST, NOT LATER THAN FRIDAY MAY 18
FOR ALL OTHER REGIONS, NOT LATER THAN FRIDAY JUNE 15

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.

Notes 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 for global financial services.

We know that we ask much of you when we seek submissions during our awards process. That is why continue to seek ways to simplify the process at your end. We have made considerable changes to the best bank and investment bank awards for each country that will also impact, and we hope simplify, the regional submissions as well.

We continue to seek the best of the best in all countries offering banking services, as well as our regional banking and investment banking champions. As with every year, size, scope and league table performance are important but certainly not paramount. Profitability is of course vital, but so is an ability to demonstrate growth, relative outperformance compared with peers and the ability to adapt to changing market conditions and/or client needs.

Once submissions are received, our team of editors, journalists and researchers will analyze these in conjunction with our own market knowledge and research before decisions are made by our editorial committee, which I chair.

These decisions are never easy but they would be harder still without your help. Thank you and good luck!

Clive Horwood
Editor
Euromoney

NOTE: THE REGIONS THAT WE COVER AND THE COUNTRIES THAT EUROMONEY INCLUDES IN THOSE REGIONS ARE LISTED ON PAGE 6 OF THIS DOCUMENT
EUROMONEY AWARDS FOR EXCELLENCE 2012

REGIONAL AWARDS GUIDELINES

No two regional banking or investment banking groups are the same, so in many cases it is very difficult and at times impossible to compare and evaluate regional awards based on data.


The submission guidelines below give an indication of the type of information we are looking for in each regional category. For each regional submission, the maximum length of submission is:

FOUR SIDES OF A4 PAPER FOR BEST REGIONAL BANK AND BEST REGIONAL INVESTMENT BANK

TWO SIDES OF A4 PAPER FOR ALL OTHER REGIONAL AWARDS

We ask banks to submit a written application for each regional award that allows you to draw to Euromoney’s attention some of the highlights of your performance over the 12 months under consideration.

This might include your relative performance versus your competitors in some key data sets; it may be the launch of new products that have been very successful; it may be how you coped with difficult or changing market conditions. For all investment banking categories, it will be your ability to demonstrate that you could provide better solutions to clients at all times.

In essence, it is the chance to tell us what you achieved in the past 12 months that shows how your bank, investment bank or team is the best in its field in your region.

We know it will be tempting to produce very long submissions that detail all of your many achievements, but we ask you not to. We will not have time to read them.

Note: Submissions for best investment bank can also include league tables by acknowledged data providers. These MUST include all parameters used in the search, such as date and issue/issuer type, or they will be disregarded.

The regional awards are:

BEST BANK IN REGION

The best bank in any region will normally, but not always, be a banking group with retail and/or commercial operations in a number of countries in a defined region.

Banks operating in multiple countries and submitting for this award should include brief summaries of their submissions for individual country awards where appropriate.

Where possible, submissions should also include region-wide data (both absolute and growth over the past 12 months) on such key performance indicators as:

Total revenues; Profits before tax/Net income/Operating profit; Return on equity; Total assets; Return on assets; Cost/income ratio.
The best bank in region submission should also highlight new countries or markets that the bank has made efforts to build over the period under consideration. It should give some idea of the size of the regional business compared with competitors, and of relative performance over the past 12 months.

PLEASE NOTE: AT THE EDITOR'S DISCRETION, THIS AWARD CAN BE SPLIT INTO BEST BANK IN REGION AND BEST REGIONAL BANK. THIS WILL BE DONE WHEN THE EDITORIAL COMMITTEE BELIEVES AN INDIVIDUAL BANK THAT DOES NOT OPERATE IN MULTIPLE COUNTRIES DESERVES SPECIAL COMMENDATION FOR ITS PERFORMANCE AS BEST BANK IN THE REGION. IN SUCH AN EVENT, WE ALSO GIVE AN AWARD FOR BEST REGIONAL BANK TO A BANKING GROUP THAT OPERATES IN MULTIPLE COUNTRIES.

**BEST INVESTMENT BANK IN REGION**

This award will focus on your achievements on behalf our your clients in the following areas:

- Debt capital markets
- Equity capital markets
- M&A transactions (only deals that have closed during the period 01/04/10 to 31/03/11)
- Corporate and risk advisory
- Project finance
- Solutions for clients in areas such as foreign exchange and cash management

Submissions should highlight key deals or mandates with a brief description of the role played by your firm, the size and type of deal and the key achievements/successes of the deal. Submissions should only include information that we can use to justify the granting of an award in our July issue. Nothing can be considered off the record if it is used in a submission.

PLEASE NOTE: FIRMS PITCHING FOR BEST REGIONAL INVESTMENT BANK AS WELL AS THE SPECIFIC MARKET SECTOR AWARDS (FOR EXAMPLE DEBT, EQUITY, M&A ETC) ARE ADVISED WHERE POSSIBLE TO PUT ALL RELEVANT SUBMISSIONS TOGETHER AS PART OF ONE OVERALL REGIONAL INVESTMENT BANKING PITCH, WITH PITCHES FOR INDIVIDUAL SECTORS CLEARLY DEMARCATED BY SUB-HEADINGS

**BEST DEBT CAPITAL MARKETS HOUSE IN REGION**

This award will focus on your achievements on behalf of clients in helping them to access financing through the debt capital markets. The winner will be able to demonstrate an ability to raise financing for clients in multiple countries, for different client types (eg SSA/FIG/corporate) and in different markets (currencies and product type).

Innovation, opening or reopening markets, achieving success in difficult market conditions are all as important as a leading position in the league tables.

NOTE: THESE ARE NOW PURELY DCM AWARDS. WE ARE NO LONGER CONSIDERING LOAN MARKETS.

**BEST EQUITY CAPITAL MARKETS HOUSE IN REGION**

This award will focus on your achievements on behalf of clients in helping them to access financing through the equity capital markets. The winner will be able to demonstrate an ability to raise financing for clients in multiple countries, for clients from a range of sectors, and where appropriate an ability across IPOs, rights issues and block trades.
Innovation, opening or reopening markets, achieving success in difficult market conditions are all as important as a leading position in the league tables.

**BEST M&A HOUSE IN REGION**

This award will focus on your achievements on behalf of clients in helping them achieve strategic corporate goals through the M&A market. The winner will be able to demonstrate an ability to advise successfully on M&A across different sectors and jurisdictions. We will also give credit for initiating M&A deals between the region in question and another region. Achieving success in challenging conditions is as important as a leading position in the league tables.

NOTE: SUBMISSIONS SHOULD CONCENTRATE ON DEALS THAT CLOSE BETWEEN APRIL 1, 2010 AND MARCH 31, 2012. HOWEVER FOR REGIONAL M&A AWARDS ONLY, AND AT THE EDITOR’S DISCRETION, WE MAY ALSO CONSIDER DEALS THAT ARE ANNOUNCED WITHIN OUR DEFINED PERIOD BUT CLOSE BEFORE FINAL DECISIONS ARE MADE

**BEST RISK ADVISER**

This award will focus on investment banks’ ability to provide clients with both the advice and the products that have allowed them to carry out effective risk management solutions over the past 12 months. This might involve all types of financial risk and products from all asset classes. We understand that much of this information is subject to client confidentiality. Therefore we ask banks to highlight both advances in generic risk management products and give us anonymous case studies on specific risk management solutions. In the latter case, submissions will be treated with confidentiality and will only be used by the magazine in the event that your submissions helps your firm to win the award.

**BEST FLOW HOUSE**

A new regional award this year, building on the success of our first global award for best flow house last year. Flow house covers the areas of client-focused sales and trading that are not covered by our primary market awards, principally in areas such as in foreign exchange, equities, rates, credit and commodities.

The winning firm will demonstrate an ability to excel across the region in all of these asset classes. It will have shown a commitment to providing liquidity and pricing in all market conditions. It will have shown leadership in developing and integrating technology into its sales and trading businesses, as well as the importance of research. Where possible, banks should try to give an indication of the relative profitability of their flow business within the region.

**BEST CASH MANAGEMENT HOUSE**

This award is for the bank that provides the most comprehensive cash management solutions to clients operating in the region. Please provide details and client testimonials of innovative solutions your bank has provided to corporations with pan-regional cash management needs. If your bank is the regional cash management partner for an international cash management and payments provider please supply details of the breadth of your alliance/alliances (geographic and product).
BEST PROJECT FINANCE HOUSE

For this award, we are looking for breadth of ability and innovation in terms of both the types of projects being financed and the different types of instruments used to finance them. Euromoney will take into account both the volume and number of deals undertaken during the period. We will specifically look at innovations banks have brought to the market in: tenor; industry sectors; funding structures; cross-border deals.

EUROMONEY AWARDS FOR EXCELLENCE 2012

REGIONAL AWARDS GUIDELINES

WHICH REGIONAL AWARDS CAN I SUBMIT FOR?

For the purposes of the Awards for Excellence, Euromoney splits the world into eight regions. You can submit for as many regions as you think you can demonstrate excellence in.

The regions are:

North America
Latin America (including Caribbean and Central America)
Western Europe
Nordic & Baltic
Central & Eastern Europe
Middle East
Africa
Asia

WHICH REGION AM I IN?

Of course you know the answer to this but Euromoney divides its global coverage into a series of different regions that might not match the way you do things at your bank. Here is as comprehensive a list as we can include, based on countries where we have made best bank decisions in the past two years:

NORTH AMERICA: Canada, USA
LATIN AMERICA: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay, Venezuela (also includes Caribbean: Bahamas, Barbados, Bermuda, Dominican Republic, Jamaica, Trinidad & Tobago and Central America: Costa Rica, El Salvador, Guatemala, Nicaragua, Panama)
WESTERN EUROPE: Austria, Belgium, Cyprus, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Switzerland, and UK
NORDIC & BALTIC: Denmark, Estonia, Finland, Latvia, Lithuania, Norway, and Sweden
CENTRAL & EASTERN EUROPE: Albania, Azerbaijan, Belarus, Bosnia Herzegovina, Bulgaria, Croatia, Czech Republic, Georgia, Hungary, Kazakhstan, Kosovo, Kyrgyzstan, FYR Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, Turkey, Uzbekistan
MIDDLE EAST: Bahrain, Egypt, Jordan, Kuwait, Israel, Lebanon, Oman, Qatar, Saudi Arabia, and UAE
AFRICA: Angola, Botswana, Ghana, Kenya, Morocco, Mozambique, Nigeria, South Africa, and Uganda
ASIA: Australia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mongolia, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam
EUROMONEY AWARDS FOR EXCELLENCE 2012

REGIONAL AWARDS GUIDELINES

WHAT HAPPENS NEXT?

Once you have received the submission guidelines, you may have some questions. In the first instance these should be directed to Kalin Trifonov, our research executive, who will be managing the awards submissions process and is there to help you at all times. We do feel, however, that the submission guidelines are very thorough, and we ask you to only contact him when efforts to decipher them have completely failed.

Kalin’s contact details are as follows:

Kalin Trifonov, Research Executive, Awards for Excellence 2012
Email: ktrifonov@euromoney.com
Telephone: +44 207 779 8306

HOW TO SUBMIT:

Once you have your submissions ready to go, please if possible convert them into a PDF format before you send them to us. The files must be carefully named, following this template:

Region_Bank_Award
(eg Europe_Barclays_Bestbank or Asia_Goldman_Bestinvestmentbank)

Then please email them to Kalin at the above email address as well as to our dedicated awards for excellence email address:

awardsforexcellence@euromoney.com

You will receive a reply within 24 hours confirming receipt.

REMEMBER THE SUBMISSION DEADLINES:

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 analyze and consider your submissions, which is why we must state:

THE SUBMISSION DEADLINES ARE FINAL. NO EXTENSION 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 PROMISE THAT WE WILL DO SO.