SUBMISSION DEADLINES
CLOSE OF BUSINESS THURSDAY, MARCH 22, 2018

DECISION NOTIFICATIONS
NOT LATER THAN THURSDAY, APRIL 12, 2018

OTHER IMPORTANT DATES
PLEASE NOTE THAT THE EUROMONEY MIDDLE EAST AWARDS FOR EXCELLENCE DINNER WILL TAKE PLACE AT THE GROSVENOR HOUSE HOTEL, DUBAI, ON TUESDAY MAY 8, 2018

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.

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 categories and to meeting the challenge of making the right decisions.

Clive Horwood
Editor
Euromoney

Please note: Because of the 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.
REGIONAL AWARDS GUIDELINES

The review period for our regional awards is **January 1, 2017 to December 31, 2017**. Submissions should still 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 shares 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 that is 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 that 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. This year, we are including a firm’s markets (ie sales and trading) business within this category, rather than considering it separately.

**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 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 and that has put digital at the heart of its business, 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.

Best bank for corporate responsibility
This award will be won by a bank’s commitment to one or more of the following; fostering diversity and inclusion; reducing the environmental impact of operations; promoting workforce development and social mobility; innovative and impactful initiatives to strengthen local communities in which banks are domiciled; and ethical business conduct.

Best bank for sustainable finance
This award will go to a bank that demonstrates commitment to one or more of the following: advancing the growth of the ESG and impact investment industry through product development, measurement and reporting; green finance initiatives, including green bonds, conservation and carbon finance; micro finance, financial inclusion and use of balance sheet for low income communities; community development and social finance projects; and stewardship/active ownership.

The region’s best bank for SMEs
This award will go to the bank that can demonstrate outstanding commitment to the particular needs of small and medium-sized enterprises over the last 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 has fundamentally transformed its business model or offering to clients over the last 12 months. The bank will demonstrate that this transformation is now paying dividends in terms of business performance.
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.

Andrew Perry, our Awards for Excellence director, will be managing the awards submissions
process. We do feel, however, that the submission guidelines are very thorough and
straightforward. We ask you to contact us only when efforts to decipher the guidelines have
completely failed.

Andrew’s contact details are:
E: andrew.perry@euromoney.com
T: +44 (0) 207 779 8987
M: +44 (0) 7790 928 461

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 MiddleEast_BankXYZ_Bestbank or MiddleEast_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 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 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 BE ABLE TO DO SO.

WANT TO KNOW MORE ABOUT OUR AWARDS DINNERS IN DUBAI ON MAY 8?
To book your table in advance, or to learn more details, please contact our commercial director
of events, Daniel Elton
Email: delton@euromoneyplc.com
Telephone: +44 207 779 7305