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| Z:\@HKRMA\Anniversary Celebration\35th Anniversary\Logo Revamp_35th Logo\2018 Revamp Logo_FINAL\png\logo_vertical.png | Deadline截至日期: 30-6-2021  Email to [eo@hkrma.org](mailto:eo@hkrma.org) |

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| **2021 Smart Retailing Award智能零售大獎 Entry Form參加表格** | | | | |
| **Phase 1階段一 (Before 30/6/2021前)**  Submit Entry Form and Proposal  (Shortlist will be announced in July 2021)  提交參加表格及計劃書  (入圍者將於2021年7月公佈) |  | **Phase 2階段二 (08 / 2021)**  *(Company Awards 公司獎)*  Open Presentation 公開演說  *(Individual Awards個人獎)*  Interview 面試 |  | **Phase 3階段三 (12 / 2021)**  Result announcement, promotion and Award Presentation結果公佈、宣傳及頒獎 |
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| **Please complete ALL parts and put ✓where appropriate. 請完成以下各部份及在適當位置填上✓。** | | | | | | | | | | |
| **Company Information 公司資料** | | | | | | | | | | |
| Company Name  公司名稱 | (English) | | |  | | --- | |  | | | | | | | | |
| (中文) | | |  | | --- | |  | | | | | | | | |
| Office Address  公司地址 | |  | | --- | |  | | | | | | | | | | |
| Website  公司網址 | |  | | --- | |  | | | | HKRMA Member是否會員? | | | | | | 是 / 否 |
| Business Type  業務類別 | |  | | --- | |  | | Technology Vendor科技供應商 | | | | |  | | --- | |  | | Technology Start-up科技初創企業\* | | | |
| |  | | --- | |  | | Retailer 零售商 | | | | | 店舖數量 | |  | | --- | |  | | | |
| Product Categories產品類別 | | | | |  | | --- | |  | | | | | | |
| BR No.  商業登記證號碼 | |  | | --- | |  | | | | | No. of staff  僱員人數 | | | | |  | | --- | |  | | |
| Contact Person  聯絡人 | |  | | --- | |  | | | | Title 職位 | | | |  | | --- | |  | | | | |
| Tel  電話 | |  | | --- | |  | | | | Email 電郵 | | | |  | | --- | |  | | | | |

\* Technology Start-up refers to company which has been set up no more than 5 years or is referred by Science Park, Cyber Port or related Organization.

科技初創企業必須成立不超過5年或由科學園、數碼港或相關機構推薦

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| **Participating Award 參加獎項** | | | |
| Please put a “✓” in your selected award(s). 請選擇欲參加之獎項。 | | | |
| |  | | --- | |  | | **Smart Retail Tech Award - Technology Vendors 智能零售科技獎 -科技供應商** | | |
|  | Provide innovation solution & application to improve and solve industry challenges arising from retailers’ pain points with proven successful implementation on new technology integration on the following areas of retail business:  提供創新解決方案及應用以改善和解決零售業務痛點，並能在以下零售業務方面提供新技術整合及成功實施案例   |  |  |  | | --- | --- | --- | | **Area範疇** | **Please select area of your project 請選擇參賽項目所屬的零售業務範疇** | | | **Attract Customers**  **吸引顧客** | |  | | --- | |  | | Big data application on customers behavior  應用於顧客行為的大數據分析 | | |  | | --- | |  | | Digital marketing  數碼營銷 | | |  | | --- | |  | | ROI measurement on digital transformation  數碼轉型的投資回報率計算 | | **Customer Experience**  **顧客體驗** | |  | | --- | |  | | Product information database management 產品資訊數據庫管理 | | |  | | --- | |  | | Pre & Post sales CX touch points management (i.e. POS & CRM)  售前和售後顧客體驗接觸點管理（POS和CRM） | | **Order Fulfillment**  **交易履行** | |  | | --- | |  | | Warehouse logistic management  倉庫物流管理 | | |  | | --- | |  | | Order fulfillment management  交易履行管理 | | **Retail Operations**  **零售業務營運** | |  | | --- | |  | | Operational Efficiency  提升運營效率 |   **Awards includes 獎項包括:**   * Gold Award, Silver Award, Bronze Award, Merits  金獎、銀獎、銅獎、優異獎 * Innovative Smart Solution Award - A Special Award for Innovative Ideas)  智能零售創意獎 - 表揚具創意點子的科技供應商方案的特別獎 * Industry Best Practice Award - A Special Award for the Solution demonstrating Best Practice on Industry Application (only applied if your retail client joins "Smart Transformation & Innovation Awards" with the same solution) 智能零售典範獎 - 表揚具最佳方案應用的方案的特別獎 (只適用於若你的零售客戶同時參加了『智能轉型及創新獎』，並提交相同解決方案) | | |
| **Participation Fee 報名費用** | | **Member會員公司** | **Non-Member非會員公司** |
| Phase 1 第一階段 | | ~~HK$2,800~~ $1,400\* | ~~HK$3,800~~ $1,900\* |
| Phase 2 第二階段 | | HK$2,800 | HK$3,800 |

**\* 50% off discount is applicable for all technology vendors’ participation in Phase 1. You are advised to submit the entry form before 15/6/2021 to secure the offer and to submit proposal before the final deadline on 30/6/2021.**

**科技供應商則可享第一階段參賽費用半價優惠。建議先於2021年6月15日前先提交參加表格以確保享有優惠﹐並於2021年6月30日截至日期前提交計劃書。**

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| |  | | --- | |  | | **Smart Retail Tech Award - Technology Startups 智能零售科技獎 - 科技初創企業** | |
|  | Initiated innovative concepts on retail technology solutions & applications and motivated retailers’ adoption on the following areas of retail business  引進創新概念的零售科技解決方案及應用，並能在以下零售業務方面鼓勵零售商採用   |  |  |  | | --- | --- | --- | | **Area範疇** | **Please select area of your project 請選擇參賽項目所屬的零售業務範疇** | | | **Attract Customers**  **吸引顧客** | |  | | --- | |  | | Big data application on customers behavior  應用於顧客行為的大數據分析 | | |  | | --- | |  | | Digital marketing  數碼營銷 | | |  | | --- | |  | | ROI measurement on digital transformation  數碼轉型的投資回報率計算 | | **Customer Experience**  **顧客體驗** | |  | | --- | |  | | Product information database management 產品資訊數據庫管理 | | |  | | --- | |  | | Pre & Post sales CX touch points management (i.e. POS & CRM)  售前和售後顧客體驗接觸點管理（POS和CRM） | | **Order Fulfillment**  **交易履行** | |  | | --- | |  | | Warehouse logistic management  倉庫物流管理 | | |  | | --- | |  | | Order fulfillment management  交易履行管理 | | **Retail Operations**  **零售業務營運** | |  | | --- | |  | | Operational Efficiency  提升運營效率 |   **Awards includes 獎項包括:**   * Gold Award, Silver Award, Bronze Award, Merits  金獎、銀獎、銅獎、優異獎 * Innovative Smart Solution Award - A Special Award for Innovative Ideas)  智能零售創意獎 - 表揚具創意點子的科技供應商方案的特別獎 * Industry Best Practice Award - A Special Award for the Solution demonstrating Best Practice on Industry Application (only applied if your retail client joins "Smart Transformation & Innovation Awards" with the same solution) 智能零售典範獎 - 表揚具最佳方案應用的方案的特別獎 (只適用於若你的零售客戶同時參加了『智能轉型及創新獎』，並提交相同解決方案) | |
| **Participation Fee 報名費用** | | **Start-up初創企業** |
| Phase 1 第一階段 | | ~~HK$2,800~~ Free免費\* |
| Phase 2 第二階段 | | HK$2,800 |

**\* All startups’ will enjoy the participation fee for FREE in Phase 1. You are advised to submit the entry form before 15/6/2021 to secure the offer and to submit proposal before the final deadline on 30/6/2021.**

**所有初創企業均可享第一階段免費參賽; 建議先於2021年6月15日前先提交參加表格以確保享有優惠﹐並於2021年6月30日截至日期前提交計劃書。**

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| |  | | --- | |  | | **Smart Transformation & Innovation Award – Retailers  智能轉型及創新獎 - 零售商** | | |
|  | Created and executed a project with innovative ideas to overcome business pain points and transform company business or culture  ​​創建了具有創新點子的項目以解決及改善零售業務痛點及轉化公司業務及文化  **Awards includes 獎項包括:**   * Gold Award, Silver Award, Bronze Award, Merits  金獎、銀獎、銅獎、優異獎 * Industry Impact Award - A Special Award for Projects with Industry Impact 智能零售典範獎 ​- 表揚具業界影響力的方案的特別獎 * Industry Best Practice Award - A Special Award for the Solution demonstrating Best Practice on Industry Application (only applied if your project vendor joins Smart Retail Tech Award with the same solution) 智能零售典範獎 - 表揚具最佳方案應用的方案的特別獎 (只適用於若你的項目科技供應商同時參加了智能零售科技獎，並提交相同解決方案) | | |
| **Participation Fee 報名費用** | | **Member會員公司** | **Non-Member非會員公司** |
| Phase 1 第一階段 | | ~~HK$2,800~~ $1,400\* | ~~HK$3,800~~ $1,900\* |
| Phase 2 第二階段 | | HK$2,800 | HK$3,800 |

**\* 50% off discount is applicable for all retailers’ participation in Phase 1. You are advised to submit the entry form before 15/6/2021 to secure the offer and to submit proposal before the final deadline on 30/6/2021.**

**零售商則可享第一階段參賽費用半價優惠; 建議先於2021年6月15日前先提交參加表格以確保享有優惠﹐並於2021年6月30日截至日期前提交計劃書。**

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| |  | | --- | |  | | **Smart Retail Talent Award (Individual Award)  ​智能零售人才大獎 (個人獎項)** | |
|  | To recognize outstanding SMART retail talents in regard to new retail development  ​​此獎項為表揚在推動新零售發展的傑出零售人才  We would like to nominate the following staff to join “Smart Retail Talent Award”  本公司欲同時提名以下同事參加『智能零售人才大獎』：   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Name 姓名** | |  | | --- | | (Mr./Ms./Mrs./Dr) | | **Title 職位** | |  | | --- | |  | | | **Tel 電話** | |  | | --- | |  | | **Email 電郵** | |  | | --- | |  | | | |
| |  |  | | --- | --- | | **Please select請選擇** | | | |  | | --- | |  | | Digital Marketers - who initiate and implement innovative and successful marketing campaign to expand brands' digital presence 數碼營銷專家 - 構思及執行具創意及成功的營銷活動以擴大品牌數碼化的影響力 | | |  | | --- | |  | | E-Commerce Specialists - who initiate innovative and impactful ideas to solve industry pain points and drive retail transformation 電子商務專家 - 構思及執行具創新及影響力的項目以解決行業痛點及推動零售轉型 |   Awards includes Gold Award, Silver Award, Bronze Award & Merits  獎項包括金獎、銀獎、銅獎、優異獎 | |
| **Participation Fee 報名費用** | | **HK$1,000** |

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| **Documents for Submission 需提交之文件** | | | | | | | |
| |  | | --- | |  | | Business Registration copies of current years 本年商業登記證副本 | | | | | | |
| |  | | --- | |  | | Proposal for Company Award公司獎項計劃書  **(You may submit this Entry Form first and then submit the proposal before the deadline on 30/6/2021.)** | | | | | | |
| |  | | --- | |  | | Proposal for Individual Award個人獎項計劃書  **(You may submit this Entry Form first and then submit the proposal before the deadline on 30/6/2021.)** | | | | | | |
| |  | | --- | |  | | Entry Fee for Phase 1 第一階段費用 | | |  | | --- | | HK$ | | Promo Code: | | | | | |  | | --- | | Cheque No支票號碼. | | Bank銀行: | |
| **Cheque Payment**  Payable to “Hong Kong Retail Management Association Ltd”  Address: 7/F First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong  寄回協會(支票抬頭：香港零售管理協會有限公司) 地址：香港銅鑼灣禮頓道33-35號第一商業大廈7樓 | | | | | **Bank Transfer**  Account Name: Hong Kong Retail Management Association Ltd  Account Number: 102-2-028854  Bank: HSBC  Please keep the payment slip and email to [eo@hkrma.org](mailto:eo@hkrma.org). In the email, please mention the company name and event name.  請保留入數紙或過數紀錄，並電郵至 [eo@hkrma.org](mailto:eo@hkrma.org)。請於電郵註明公司及活動名稱。 | | |
| If receipt is required, please fill in the following information: 如需收據，請填妥以下資料: | | | | | | | |
| Name (Mr/Ms)  姓名(先生/女士) | | |  | | --- | |  | | | Address  地址 | | |  | | --- | |  | | |

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| **Terms and Conditions條款及細則** | | |
| 1. Participating companies are required to abide by all rules and regulations of the Award.   參與公司必須遵守此獎項的所有規則及規定。   * HKRMA reserves the following rights: 協會保留以下權利： * Ownership of all data as well as the assessment used in the Award;   所有數據及評審的擁有權；   * Final decision on all matters related to this Scheme and is not required to disclose any of the reasons relating thereto;   所有與此獎項相關事宜的最終決策權，且毋須作任何解釋；   1. To request supporting documents from participating companies to prove the above declared information.   要求參與公司提供相關證明文件以核實申報資料。   1. The submitted solution & application is developed and copyrighted by Hong Kong registered companies and can be distributed and licensed to retailers for use.   參與公司所提交的解決方案及應用是由香港註冊公司開發及擁有其版權，並可提供及給零售商使用。   1. Withdrawals are not acceptable after the enrolment is received, and the participation fee will not be refunded.   所有報名一經遞交，不得取消，報名費用一概不獲發還。   1. Any false information given relating to the participating company may result in disqualification of its entry, and any participation fee paid for the period will not be refunded.   如參與公司被發現虛報資料，其參加資格將即時被取消，已繳付的參加費用將不獲發還。 | | |
| |  | | --- | |  | | We agree with the above Terms & Conditions.  本公司同意以上條款及細則。 |
| |  | | --- | |  | | We agree to share our video record in the Open Presentation to the industry as best practice sharing.  本公司同意向業界分享公開演說的錄影內容作最佳作業分享。 |
| **Data Privacy Statement and Declaration 私隱條例及聲明** | | |
| Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the enrollment. The Association intends to use all your company’s data for direct marketing; the data will be used for distributing circulars, publications, research materials, market information; direct marketing of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association’s above activities which are organized by the Association’s business partners. The Association shall not so use the data unless with your company’s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email ([membership@hkrma.org](mailto:membership@hkrma.org)) or by fax (2866-8380).  本協會收集的 貴公司資料將用作處理報名參加活動，請注意 貴公司必須提供所有資料，以便本會處理有關報名。本會將會使用 貴公司所提供的公司資料在直接促銷的用途上，包括協會的通告、刊物、研究資料、市場資訊；推廣協會的周年活動、研討會、會議、簡報會、獎項計劃、培訓計劃及服務，以及協會的合作夥伴所舉辦的同類活動。本會只在取得 貴公司的同意後才會使用有關資料。 貴公司有權要求查閱或更正公司的資料，請書面以郵寄、電郵([membership@hkrma.org](mailto:membership@hkrma.org))或傳真(2866-8380) 方式與本會職員吳小姐聯絡。 | | |

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| |  | | --- | |  | | We consent  本公司同意 | | |  | | --- | |  | | We do not consent  本公司不同意 | to the above stated use of the company’s data in direct marketing.  上述有關使用本公司的資料作直接促銷用途。 | | | |
| **Signature:**  **簽署** | |  | | | |  | **Company Chop:**  **公司蓋印** |  |
| **Name:**  **姓名** | |  | | | |  |
| **Title:**  **職位:** | |  | | | |  | **Date:**  **日期** |  |