

PRESS RELEASE



MORE THAN A MARKET
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Shanghai, 31st May 2018- German Chamber of Commerce in China Awards Outstanding Social Engagement

German companies Ningbo Silk Trend Garments, Festo China, BASF (China), METRO Jinjiang Cash & Carry, Changsha Bach's Bakery are the winners of the More Than a Market Awards 2018 for outstanding efforts in social engagement.

On 31st May 2018, for the third time, the German Chamber of Commerce in China and Bertelsmann Stiftung, supported by the German Consulate General Shanghai, awarded the More than a Market Award to five German projects to honor their outstanding social engagement in Chinese society. German companies and organizations with operations in Mainland China were invited to submit applications for ongoing social activities. An independent Chinese-German jury carefully evaluated 100 submitted projects from companies which account for some 500,000 jobs in China. Among the 31 shortlisted finalists, the jury selected the winners for this year based on criteria such as impact, relevance, innovation, transferability and sustainability. The Awards were handed out at the More than a Market Gala on the evening of the 31st May. Following a day filled with workshops and discussions of ways to further expand social responsibility at the More than a Market Forum, leading female entrepreneurs, dedicated philanthropists, and special guests of the evening Liz Mohn and Rosaline May Lee held inspiring keynote speeches.

The large number and variety of submitted projects reflect a far-reaching and impactful engagement of German companies in Chinese society. This year, projects dedicated to education, health, social inclusion and migrant children were among the winners. Due to the remarkable number of supply chain and social inclusion projects, the jury decided to create two special award categories entitled "Outstanding Supply Chain Management" and "Social Inclusion."

A glance at the winning projects

In the category "Small Enterprises (1-500 employees in China)", Ningbo Silk Trend Garments was chosen for its "PMX Summer Kindergarten" project, where children of migrant workers are reunited during the summer months with their parents, while enjoying trainings and activities such as excursions, arts and sports provided by the company. *The project description can be found on page 54 of the attached publication.*

In the category "Medium Enterprises (500-5,000 employees)", Festo China received the award for their exemplary engagement in training and equipping Chinese participants for taking part in the world's largest international vocational skills contest, the "WorldSkill" competition. *The project description can be found on page 42 of the attached publication.*

In the category “**Large enterprises (more than 5,000 employees)**”, **BASF (China)** received the award for their “BASF Kids Lab” project, which sparks young, inquisitive minds about natural sciences, especially chemistry, and helps children gain a practical understanding of science. *The project description can be found on page 22 of the attached publication.*

In the category for “**Outstanding Supply Chain Management**”, which were initiated by five or more German companies, **METRO Jinjiang Cash & Carry** was selected with their ‘Star Farm’ project - a food safety consulting firm, which supports farmers in developing and implementing more sustainable farming techniques and a greater control of food safety and quality. *The project description can be found on page 74 of the attached publication.*

Acknowledging the overwhelming number of German companies engaged in social inclusion, the category “**Social inclusion**” was additionally introduced. **Changsha Bach’s Bakery** was awarded this prize for its “Bach’s Bakery Program”, by employing, training and giving people with hearing impairments the opportunity to learn baking skills and gain financial independence by being fully integrated into a normal work environment. *The project descriptions can be found on pages 34 of the attached publication.*

“The More than a Market Initiative exemplifies how successful German-Chinese cooperation can do its part to bring the world closer together” said Liz Mohn, Vice-Chair of Bertelsmann Stiftung Executive Board. “Only together we can work towards a better future based on shared values.”

About the Initiative

The More than a Market initiative aims to catalyze and promote social engagement of German companies operating in China. Launched in 2015 by the German Chamber of Commerce in China | Shanghai and Bertelsmann Stiftung, with strong support from the German Consulate General in Shanghai, the initiative was set up to further strengthen the good standing of German business in China by growing stronger roots in society and creating deeper relationships and partnerships between German and Chinese organizations and people. In 2017 the initiative was rolled out China-wide. For more information, please visit: www.morethanamarket.cn

About the German Chamber of Commerce in China

The German Chamber of Commerce in China is the official member organization of German companies in China. It offers a platform for the Sino-German business community and is committed to represent its member's interests towards governmental and public stakeholders, strengthen the economic and commercial exchanges between China and Germany and contribute to the positive development of the strategic partnership between the two countries. Founded in 1999, the German Chamber of Commerce has currently around 2,400 members in mainland China.

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