

11<sup>TH</sup>

# WORLD CHAMBERS CONGRESS

Chambers for  
global prosperity

COMPETITION  
COMPETITION

# RIO 2019

BRAZIL, 12-14 JUNE

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization

**ICC**  
WORLD CHAMBERS  
FEDERATION

**CACB**  
CONFEDERAÇÃO DAS ASSOCIAÇÕES  
COMERCIAIS E EMPRESARIAIS DO BRASIL  
Brazilian Confederation of Trade and Business Associations

[www.worldchamberscompetition.org](http://www.worldchamberscompetition.org)

## WORDS FROM PREVIOUS WINNERS

“ It was with great pride that the Chamber of Commerce of Pereira had the opportunity to inspire the world through the spirit of our people. Our project, *'El Primer Ladrillo'*, is a story of Colombians coming together with the purpose of achieving the construction of a development project that became a symbol of modernity and competitiveness within our great city.”

**Mauricio Vega Lemus**

Chamber winner, “Best Unconventional Project,”  
2017 World Chambers Competition  
CEO, Chamber of Commerce of Pereira (Colombia)

“ Integrating refugees into the local labour market was a humanitarian duty and a challenge. We are proud that our efforts were recognised by the ICC World Chambers Federation in selecting our project as a finalist for the 'Best Education and Training Project' category.”

**Tobias Bergmann**

Chamber winner, “Best Education and Training Project,” 2017 World Chambers Competition  
President, Hamburg Chamber of Commerce (Germany)

“ Severe weather events are becoming more frequent and more serious in every area around the globe. The chamber developed a model called AME (Analyse, Mobilise, Energise) and a series of tools that can easily be adapted and employed by any chamber in the world at no cost. The role of chambers is to help businesses succeed and I encourage every chamber to consider how they can support business success in their region following a disaster event.”

**Adam Legge**

Chamber winner, “Best Unconventional Project,”  
2015 World Chambers Competition  
Former President and CEO,  
Calgary Chamber of Commerce (Canada)

“ Companies need the best leaders and this is not fulfilled if the recruitment pool excludes women. We are very honoured that our 'Women Leaders Programme' won first prize in the 'Best Corporate Social Responsibility (CSR) Project' category at the World Chambers Competition. We will continue to encourage and support women in their careers and hope that our programme will stand as an example for others to do the same.”

**Leena Linnainmaa**

Chamber winner, “CSR Project,” 2015 World Chambers Competition  
Deputy Chief Executive, Finland Chamber of Commerce (Finland)

“ This Competition is a marvellous opportunity to showcase how we can make an impact and show everybody in our community that they have not been forgotten. 'Our Village' is a complex production specifically designed for the physically and mentally disadvantaged. Its purpose is to give job opportunities to disabled people and help them integrate more fully into society. It has brought about an uncommon degree of collaboration between industry, non-governmental organisations and the government at all levels. We were honoured to be recognised for this initiative and hope to have set the standard for other similar projects and future competitions.”

**Ayhan Zeytinoglu**

Chamber winner, “Best Job Creation and Business Development Project,” 2015 World Chambers Competition  
Chairman, Kocaeli Chamber of Industry (Turkey)

# ABOUT THE COMPETITION

The World Chambers Competition is organised by the International Chamber of Commerce's (ICC) World Chambers Federation (WCF). It is the only award programme to recognise the innovative projects undertaken by chambers of commerce and industry from around the world. Chambers of all kinds—from bilateral, local, regional and national to public and private law—are eligible to participate.

The Competition provides a unique opportunity for chambers to:

- > Showcase originality and ingenuity
- > Demonstrate determination to strengthen small- and medium-sized enterprises (SMEs)
- > Improve and enhance services provided to members

Since its inception in 2003, the Competition has produced more than 300 case studies.

Among these candidates, the following chambers are previous winners.



# ADVANCING THE GLOBAL NETWORK

The Competition is just one way the ICC World Chambers Federation works to fulfil its mission: encouraging chamber excellence and dynamism while fostering information exchanges and business development.

From developed countries to emerging markets, chambers of all kinds—from bilateral, local, regional and national to public and private law—have come from across the globe to showcase their projects. In 2017, the ICC World Chambers Federation received applications from 53 chambers, representing 27 countries.

With each Competition, new categories are incorporated to allow chambers the chance to share their new ideas and projects. The hope is that through knowledge exchange, other chambers will be inspired to innovate and take on similar initiatives to help stimulate their community's business development and economic growth.

In addition to positively benefiting their communities, previous participants enjoy the affirmation and credibility that the Competition provides. Previous finalists and winners have also experienced a boost in influence and raised local and national profiles due to the recognition received from their participating projects.

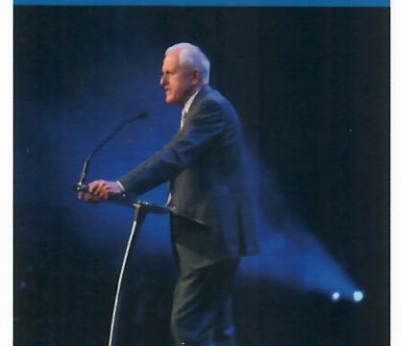
Chambers making it to the finals will have the opportunity to present their projects to an international jury during the World Chambers Congress. The 11th edition of the Congress is set to take place in Rio de Janeiro, Brazil from 12-14 June 2019.



The World Chambers Competition is a representation of how chambers work to help their communities succeed in today's ever-changing world. The experience allows them a rare opportunity to lead by example through innovation and value creation, which are essential to business success."

**Peter Mihok**

Honorary Chair, ICC World Chambers Federation



The Competition is part of the World Chambers Congress, which is the only international forum for chamber executives worldwide to share best-practice experience, develop networks and learn about new areas of innovation.

# CATEGORIES

## Best Education and Training Project

The knowledge and skill-level of today's youth, employees, managers and entrepreneurs are crucial to the establishment, advancement and success of small- and medium-sized enterprises (SMEs). As a response, chambers continuously develop capacity building services to fulfil the unique needs of their respective communities.

This category recognises chambers which prove that investing in education and training can make a world of difference to their communities.

## Best Membership Recruitment Project

Membership of leading companies and local entrepreneurs is critical in ensuring a chamber's legitimacy and authority as the local voice of business in its community. In order to convince businesses to join, be engaged and renew their involvement year after year, chambers need to communicate their value proposition and strategy for programmes and services that support the organisation's overall mission.

This category recognises the ways chambers have successfully developed member recruitment, retention and engagement campaigns.

## Best SME and Entrepreneurship Development Project

Chambers are a force for economic growth, job creation and prosperity. As many chamber's members are SMEs and entrepreneurs, supporting their efforts is of utmost importance in order to create long-term value in their respective business ecosystems and society as a whole.

This category recognises chamber projects that have boosted growth opportunities for their member companies or contributed to job creation in their communities.

## Best Unconventional Project

Chambers continue to innovate and change the status quo, diversifying their image and reinforcing their relevance within their communities through a variety of initiatives.

This category recognises chambers that have developed an exceptional project in an activity not typically associated with a chamber's mission and objectives. The project must be inspirational and innovative, while demonstrating that it fulfilled specific needs and objectives of the chamber and its SME member community, in terms of creating jobs and strengthening local economies.



In addition to these four categories, other titular awards may be attributed by the jury in recognition of exceptional achievements by a Competition applicant.

# APPLICATION PROCESS

## Award criteria

Applications will be judged on the following criteria:

1. The innovative nature of the project
2. The impact of the project to the chamber network and/or business community
3. Measurable outcomes, such as
  - > Financial success
  - > Business and job creation
  - > Participation rates
  - > Membership recruitment
  - > Involvement of members, volunteers, partners and/or businesses in the project's implementation, etc.
4. The relevance of the project in the target category
5. Potential for the project to be successfully adopted by other chambers throughout the world

## Apply

Applications can be submitted now through 15 February 2019.

To enter a project to the Competition, chambers must fill out an application form in its entirety. The form is easily accessible via the World Chambers Congress website: [www.worldchamberscompetition.org](http://www.worldchamberscompetition.org). Please note that applications submitted by mail or as a standalone hard copy will not be considered.

## Rules

To be eligible to participate in the 2019 World Chambers Competition, applicants must:

1. Only submit one project per chamber
2. Not re-submit a project that has already been presented at any previous World Chambers Competitions finals
3. Present a project that has been in operation and obtained significant results during a 24-month period preceding January 2019
4. Provide a maximum one-page executive summary of the project in the application
5. Complete the entire application, which includes the executive summary and must not exceed ten pages
6. Submit applications in English only
7. Submit applications electronically via the official World Chambers Competition platform
8. Be prepared to present the project to an international jury during a workshop session at the 11th World Chambers Congress, should the project qualify as a finalist

The ICC World Chambers Federation reserves the right to refuse any projects that do not comply with conditions.

## Notes

Finalists must be prepared to provide additional information to the ICC World Chambers Federation and Competition judges on request.

The jury will comprise ICC World Chambers Federation appointed representatives from transnational, national and local chambers, which may include former Competition winners. However, chambers involved in organising the Competition are excluded from participating.

# BECOME A SPONSOR

The Competition is a much-anticipated biennial global event that brings together the international chamber network for one purpose: to celebrate chambers who are working to create solutions to their communities' most difficult challenges for peace, prosperity, and most importantly, a better tomorrow.

Be recognised as a key influencer of innovation and advocacy by sponsoring one of the four Competition categories.

## WHY PARTICIPATE



**Connect**  
with key  
decision-makers  
and influential  
chamber leaders



**Raise  
awareness**  
of your company  
profile to  
a targeted  
audience



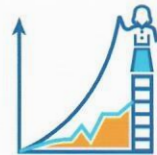
**Build  
relationships**  
with delegates  
and increase  
your network  
of valuable  
contacts



**Showcase  
your brand,  
products  
and services**  
to a room full  
of qualified  
prospects



**Position  
yourself**  
as a thought-  
leader by  
supporting cause  
worthy business  
initiatives



**Increase  
visibility**  
of your brand's  
unique value  
and drive  
engagement

BENEFITS	7,500€
Complementary Congress entries	2
Complimentary Gala Dinner tickets	2
Opportunity to be a co-presenter of a Competition Award	✓
Opportunity to be a Competition judge	✓
Relevant article/video distributed via the Congress newsletter	✓
Use of Congress logo as an official sponsor (subject to approval by ICC WCF and CACB)	✓
Branding visibility on Competition promotional materials	✓

*Note: The Competition includes four categories. Only two sponsors maximum per category of award.*

Is your chamber  
making positive  
change in its  
community?

Share your  
experience.

Apply now:

[www.worldchamberscompetition.org](http://www.worldchamberscompetition.org)

#### CONTACT

##### For Competition inquiries

**International Chamber of Commerce (ICC)**

**World Chambers Federation (WCF)**

33-43 avenue du Président Wilson

75116 Paris, France

**Tel:** +33 (0)1 49 53 29 44

**Fax:** +33 (0)1 49 53 30 79

**E-mail:** [worldchamberscongress@iccwbo.org](mailto:worldchamberscongress@iccwbo.org)

🐦 @WorldChambers

in @ICC World Chambers Federation

##### For sponsorship inquiries

**Sandra Sanchez Nery**

Sponsorship Project Manager

**Tel:** +33 (0)1 49 53 28 42

**E-mail:** [sandra.sancheznery@iccwbo.org](mailto:sandra.sancheznery@iccwbo.org)

