



GLOBAL AWARDS FINAL GUIDELINES

REVIEW PERIOD MAY 1, 2019, TO JUNE 30, 2020

SUBMISSION DEADLINE THURSDAY JULY 16

SHORTLISTED INTERVIEW WINDOW JULY 20 TO AUGUST 7

NOTIFICATIONS TO WINNERS NO LATER THAN AUGUST 14

**PUBLICATION SEPTEMBER ISSUE OF EUROMONEY
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Note to all participating banks from the editor:

The Covid-19 pandemic has had a profound impact on individuals, societies, economies and industries. The banking and publishing businesses have both had to quickly and fundamentally change the way they work as a result. In order to reflect the extraordinary circumstances during the first and second quarter 2020, therefore, the review period has been extended to cover the 14 months from **May 1, 2019 to June 30, 2020**.

We have taken time to reflect on the how the current crisis affects our annual Awards for Excellence programme. In all categories, your ability to adapt your business to changing circumstances, provide solutions to clients, keep markets and funding channels open and protect all your stakeholders will be important considerations.

We will also recognise a select group of banks in our new Global Excellence in Leadership awards.

The aims of Euromoney's global awards for excellence remain the same – to reward banks and investment banks that can demonstrate an ability to deliver the different parts of their firms to meet clients' needs and adapt to market and regulatory conditions and to consider candidates for these awards that might not be global in scale, but are truly world-class in the way they are run and in the services they deliver to clients.

We have given advance notice of the window during which interviews with shortlisted banks will take place. We hope this extra time and notice will help you to plan ahead for arranging those meetings that are vitally important to our decision-making process.

Louise Bowman
Editor
Euromoney



SUBMISSION AND DECISION-MAKING PROCESS FINAL GUIDELINES

Each global award 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.

The review period is from **May 1, 2019, to June 30, 2020**, (please note: this extended period reflects the postponement of the global awards due to the Covid-19 crisis). Submissions should be presented in PDF format at a maximum length of FOUR SIDES OF A4 PAPER.

For global awards, submissions will be considered by our editorial team, who will then draw up official shortlists for each category and invite the shortlisted banks to present their credentials in a formal interview. That formal interview is compulsory if you wish to win an award. The editorial committee, which is chaired by the editor, will then make final choices for each award winner.

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:

- demonstrable best-in-class abilities in the business area under review; global reach is a positive factor, but is not required in order to be a candidate;
- 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 small number of case studies from highlight transactions that demonstrate innovation and excellence, especially those that show long-term commitment and relationships with clients;
- testimonials from clients and, if possible, the chance to talk to your clients about the work you have done for them;
- data, both from league tables (please use Dealogic) and your own published financial results that demonstrate outperformance relative to your peers and competitors; and
- above all, excellence in how the business area is run and in the service that is provided to clients.

We are aware that some categories will overlap in terms of the business areas under consideration. They are not mutually exclusive, so you should not be concerned if multiple submissions touch on similar deals or business performance. As always, we reserve the right to amend or remove categories from the global awards during the submission and interview process.

CATEGORIES

EXCELLENCE IN LEADERSHIP AWARDS – NEW

This year, we will be giving a new recognition: the 'Euromoney Excellence in Leadership' awards. Our editorial team has been impressed by the swift reaction of many banks across the world in responding to the Covid-19 crisis. The Excellence in Leadership awards will recognise these efforts. We want to hear from you directly about what you have done for your employees, your clients, your own business and your societies and economies. There will be no individual categories for these awards. We anticipate that up to six banks globally will be recognised in this way.

Peter Lee, Louise Bowman, Mark Baker



Best bank

This award will go to an industry-leading bank that shows strong financial performance across key metrics; that has a clearly differentiated business model 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 has established a track record of delivering on its targets to shareholders and commitment to its client.

Peter Lee, Louise Bowman

Best investment bank

This award will be awarded to an industry-leading 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.

Mark Baker, Louise Bowman

Banker of the year

The winner of this award will be a senior bank executive who has shown the value of leadership over the review period, whether in establishing an industry-leading bank or business line, or in turning around the fortunes of an institution that was previously struggling. The winner will be able to demonstrate a clear and appropriate strategic vision that he or she has delivered on.

Peter Lee, Mark Baker, Louise Bowman

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. for all client sectors. Smart and innovative solutions are more important to this award than scale. Geographic diversity is a positive, and cross-asset class capabilities are a prerequisite of success.

Louise Bowman

Best bank for advisory

This award will go to the firm that can demonstrate best-in-class advice to clients across corporates, FIG and SSAs around M&A, restructuring, risk management and regulatory issues. Innovation and an ability to demonstrate understanding of and response to clients' needs are of primary importance. Remember: good advice can be recommending to clients that they should **not** do something as much as recommending what they should do.

Peter Lee

Best bank for markets

This award will go to the bank that shows excellence and commitment to sales and trading in all important asset classes, providing consistent and well-priced liquidity, as well as demonstrating leadership in technology and research. The winning bank will need to demonstrate a best-in-class ability to continue to service their institutional clients in difficult market and regulatory conditions.

Mark Baker

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. An ability to help clients across geographies is important to this award, as is innovation through technology. Providing details of important client-mandate wins is important, as is demonstrating best-in-class financial performance.

Virginia Furness



Best bank for wealth management

The winner of this award will be a private bank or wealth management division that can demonstrate a proven track record in providing best-in-class service to wealth management clients on an international scale, combining excellence in advice, products, technology and innovation, as well as demonstrating growth in client assets and revenues and strong financial performance.

[Elliot Wilson](#)

Best bank for corporates

Banks submitting for this award will need to demonstrate their ability to provide banking services to corporates across credit and lending, capital markets financing, advisory, transaction services and risk management. There will be a particular focus on serving multinational corporations.

[Elliot Wilson](#)

Best bank for financial institutions

Banks submitting for this award will need to demonstrate their ability to provide banking services to financial institutions across credit and lending, capital markets financing, advisory, liquidity provision, transaction services and risk management. A track record in multiple geographies is important.

[Dominic O'Neill](#)

Best bank for public-sector clients

This award will focus on financing and advisory for sovereigns, supranationals and agencies, as well as other public-sector organizations, such as export finance institutions. It will also incorporate the financing of large infrastructure projects. The winning bank will need to demonstrate international diversity in its business.

[Virginia Furness](#)

Best bank in the emerging markets

This award is open to two types of candidates: those that can demonstrate excellence across the emerging markets in multiple jurisdictions, or those that show best-in-class performance at a local or regional level. Criteria will be broadly similar to those of the global best bank award.

[Lucy Fitzgeorge-Parker](#)

Best investment bank in the emerging markets

This award is open to two types of candidates: those that can demonstrate excellence across the emerging markets in multiple jurisdictions, or those that show best-in-class performance at a local or regional level. Criteria will be broadly similar to those of the global best investment bank award.

[Rob Dwyer](#)

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 review period across financing, advice, trade, cash management and growth initiatives.

[Dominic O'Neill](#)



Best digital bank

This award will go to the bank that shows true leadership in its digital offering, 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. It will show how digital banking is at the heart of its overall strategy.

[Dominic O'Neill](#)

Best bank for corporate responsibility

To win this award, a bank's commitment to the following will be considered: fostering diversity and inclusion; reducing the environmental impact of operations; promoting workforce development and social mobility; innovative and effective initiatives to strengthen local communities in which banks are domiciled; and ethical business conduct.

[Helen Avery](#)

Best bank for sustainable finance

To win this award, a bank's commitment to the following will be considered: 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.

[Helen Avery](#)

Best bank transformation

This award will recognise a bank that has transformed its business model or offering to clients and can demonstrate that this transformation is now paying dividends in terms of business performance.

[Mark Baker](#)

Best bank for diversity and inclusion

The winning bank will not only need to show a strong track record over the review period for initiatives promoting diversity and inclusion, both within their own bank and the markets and industry more generally, they will also need to demonstrate that their diversity policy is having a positive effect on the performance of their bank and their offering to clients.

[Lucy Fitzgeorge-Parker](#)

Best bank for financial inclusion

The winning bank will have a series of initiatives within its retail business that have created or improved services to the under-banked or unbanked. The bank will provide data on the number of individuals reached during review period, as well as case studies to support the success of programmes, products or services to these two sectors.

[Helen Avery](#)



WHAT HAPPENS NEXT?

All global submissions should be sent to Euromoney by no later than the close of business on **July 16, 2020**

Submissions should be labelled using the formula: GLOBAL_CATEGORY_BANKNAME
For example: GLOBAL_BESTBANK_ABCBANK or GLOBAL_BESTINVESTMENTBANK_XYZFIRM

Submissions should be no more than FOUR SIDES of A4 paper. These should be considered on the record: please do not include any information that we cannot use in a citation in the event that you win an award.

Submissions should be sent to our central awards email address:

awardsforexcellence@euromoney.com

They should also be sent to the relevant editorial contact as below.

Our editorial team needs sufficient time to properly analyze 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 DO SO.

DECISION-MAKING PROCESS

Once the submission deadline has passed, Euromoney's editors will draw up a shortlist of banks for each category and invite them for formal interview. We can only grant one interview per bank per awards category.

We strongly encourage you to restrict the number of spokespeople on each interview to a maximum of three bankers. Our aim is to have a conversation and an interview, not to listen to a pitch.

Interviews will need to be completed by no later than **August 7**. Winners will be notified shortly afterwards. The results will be published in the **September edition** of Euromoney and online on **September 10**. All award wins will be embargoed until that date.

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