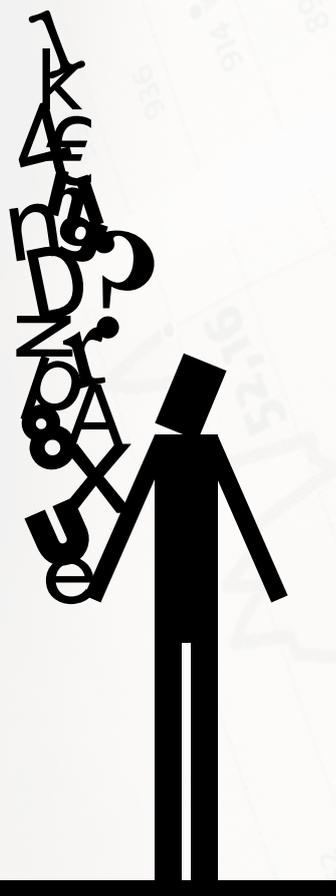


First Edition IE Business School Prize for Economic Journalism in Asia





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The last 20 years have seen unprecedented levels of development and economic transformation in practically all the countries in the Asian continent. This growth is evidenced not only by macroeconomic figures but also by the change in the day-to-day lives of hundreds of millions of Asians, duly documented and chronicled by the media in countries throughout Asia. These narratives of the different phases of economic growth include accounts of the first arrivals of foreign business, mass exportation to the West, and the major inroads made by Asian multinationals in the rest of the world since the year 2000, not only in the form of exports but also in terms of purchases and production in every continent.

The media has born witness to and provided a running commentary on this success story, providing reflection and making its own contribution to the growth process.

As the countries of Asia have undergone economic growth, Asian media organizations have assigned ever greater numbers of journalists to coverage of this field and have increased the size their economy sections significantly. The proliferation of dailies and journals specialized in business and economy, along with websites and/or television channels, is a further sign of a society and market that is growing.

The press has played a key role in strengthening the economy, because thanks to news published about successful business corporations, new production technology or other related information of interest, it has helped to inform and educate the population about finance, business opportunities. An increasingly large middle class needs more information of this type in order to take important decisions. Without economic journalists and business press there is no social well-being and growth.

Asia is one of the most solid economic regions in world today, which means that Asia's economic journalists now

face new challenges and have new social functions to perform. The members of its growing middle class are avid readers of economy sections in generalist dailies, along with the increasing number of entrepreneurs heading small and mid-sized companies. They all demand more detailed information with an international slant, related not only to their own country, but also to the rest of the world (Europe, US, Latin America). Information is power, and it is a power that until now has been concentrated in the hands of a small number of international media.

In order to lend our support and bring added impetus to this important personal and social challenge facing economic journalists in Asia, IE BUSINESS SCHOOL has created the IE BUSINESS SCHOOL PRIZE FOR ECONOMIC JOURNALISM IN ASIA, aided by the sponsorship of CAF Banco de Desarrollo de América Latina in the form of 6000 euros (aprox 7500 US Dollars). The Prize recognizes the article and media that best fosters economic culture among the population of the country in question by explaining how global trends and movements are impacting the spending power of its citizens.

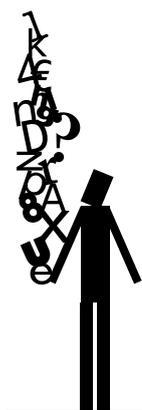
The competition is run in parallel with the IE BUSINESS SCHOOL Prize for Economic Journalism in Latin America, the most prestigious award of its kind in the region, which will see its third edition in 2013 with the participation of over 1,000 Latin American journalists working with leading media organizations.

The key objective of the Asian edition of the IE BUSINESS SCHOOL Prize for Economic Journalism is to gain social recognition for the work of journalists who follow world economic trends on a day-to-day basis, transforming them into information that serves to promote a more prosperous, competitive and global society.

We very much look forward to receiving your piece of news.

Igor Galo

Communication Associate Director, IE Business School

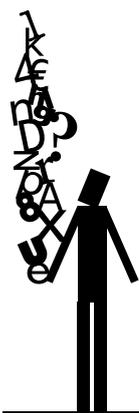


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Jury

- **D. Santiago Íñiguez de Onzoño**
Dean, IE Business School
- **Felix Valdivieso**
Communication Director, IE Business School
- **Igor Galo**
Communication Associate Director, IE Business School
- **Adolfo Ortega**
General Editor at CNN Expansion
- **Member of CAF Banco de Desarrollo de América Latina**
- **Marcelo Claure**
Chairman and CEO at Brightstar
- **Ramón M^a Moreno**
Director of Casa Asia
- **Haifa Reda Jamalallail, Ph.D.**
President of Effat University
- **D.D. Guttenplan**
International Herald Tribune
- **Jaya Krishnan**
Group Director (Americas) at IE Singapore
- **Carlos Trombem**
Director América Economía
- **Javier Roig**
Director of Finnair for Southern Europe



Conditions

Following the success of the second edition of the IE Business School Prize for **Economic Journalism in Latin America**, IE Business School is pleased to announce the first edition of its Prize for **Economic Journalism in Asia**. The competition will be subject to the following conditions:

1 The overriding objective of the prize is to recognize the best journalistic work published or disseminated by social communication media (printed press, magazines, blogs, webs, radio and television) in Asia, aimed at disseminating economic culture among society. In this first edition of the prize, based on work published from July 2012 to December 2012, in addition to articles on the economic role of Asia or any specific Asian country, there will be a special focus on articles that highlight the most developed aspects or segments of Latin American economy (creative economy, tourism, fashion, technology, finance, food, etc.).

2 The first edition of the IE Business School Prize for Economic Journalism in Asia comprises these categories,

a. First Prize for the Best Journalistic Work (general daily press, magazine, internet, television and radio) comprising \$3,500 and a sculpture

b. Prize for the Best Journalistic Work on Latin America's Economy (general daily press, daily business press, magazine, internet, television and radio) comprising \$2,500 and a sculpture.

c. Prize for the best regional economic media comprising a sculpture.

Prizes will only be awarded if the journalist or media is present at the presentation ceremony, which will be held approximately between the second and third term of 2013, and will be announced at least two months in advance.

2.1 Additionally, sponsors of the prize may also award a special mention or prize for journalistic work in economic journalism stipulated by the sponsor in question. Each sponsor may award a maximum of one such prize.

3 The first edition of the IE Business School Prize for Economic Journalism in Asia will accept entries from journalists and information professionals from the following countries: Japan, South Korea, China, Mongolia, Taiwan, ASEAN members (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Laos, Burma, Cambodia), India, Bangladesh, Pakistan, Afghanistan, Nepal, Bhutan and Sri Lanka.

4 Articles published in English or the official language of each country complete with translation into English will be accepted. All entries must have been published between July 1 2012 and December 15 2012, both inclusive. Any journalist can present a maximum of 2 pieces of work.

5 Entries may be presented as follows:

I) In digital format sent to Journalismaward@ie.edu or igor.galo@ie.edu;

II) In original printed version or digital format (audio or video) sent to the IE BUSINESS SCHOOL office for the first edition of

the IE Business School Prize for Economic Journalism, located at Calle Pinar 7 Bajo, 28006 Madrid, Spain.

The deadline for receipt of entries is midnight (local Madrid time) of January 13, 2013. Entries will not be accepted after this deadline unless they have been sent by post and the date of sending can be proved to be within the deadline.

No material will be returned to entrants, nor will there be kind of correspondence with authors.

6 Candidates guarantee that they have author's copyright and have obtained permits or publication and dissemination rights from any other parties involved, in accordance with the conditions of this competition.

7 IE Business School and collaborating firms /sponsors of the first edition of the IE Business School Prize for Economic Journalism in Asia reserve the right to publish, reproduce, distribute and use the winning journalistic work and the name of its author, quoting the media in which it was published, in any format or using any media, in the assumption that the candidate has obtained the pertinent permits.

8 The prizes, together with special mentions and special prizes, will be selected based on the vote of a panel, whose decision cannot be appealed. The panel will comprise persons of recognized prestige in the world of business, public administration, academia and journalism, coupled with representatives of each of the collaborating firms/sponsors.

9 The panel's decision will be announced in an event that will take place in the first term of 2013, approximately.

10 The prize may not be divided or declared void.

11 Personal data obtained as a result of participation in the Prize will be entered into a database used by IE Business School for the exclusive purpose of organizing the competition, in accordance with article 5 of Spain's Organic Law 15/1998 for the protection of personal data, of December 13. By entering the competition, participants authorize the use of necessary data of the authors of winning entries, including supplying them to communication media and publishing them on the IE Business School website. In accordance with article 5 of Spain's Organic Law on the protection of personal data, participants are hereby informed that they may contest the use of their personal data for purposes other than organizing this competitions and may exercise their right to access, rectify, cancel, contest and revoke the data in accordance with the terms set out in current Spanish legislation, by contacting IE's database department or by sending a mail to soportededatos@ie.edu.

12 Participation in this competition presupposes the participant's full acceptance of the above stated conditions.