

«GOLDEN BRANDS OF EUROPE»

International competition

Rules of the competition.

International competition GOLDEN BRANDS OF EUROPE is carried out since 2004 with support from the European Commission. The contest is created to stimulate production of quality goods and their export to the European Union.

1. Aim of the competition: to allocate among manufacturers of consumer goods of high quality, to support the businesses that offer to the EU market the highest quality and cheap drinks and food, and other environmentally friendly consumer products, to pay attention of the consumers to quality and affordable goods, awarded with GOLDEN BRAND OF EUROPE medals.

2. The following products can take part at the competition GOLDEN BRANDS OF EUROPE:

- Alcoholic and non alcoholic beverages;
- Foodstuff;
- Cosmetics and hygienic products.

The goods must be produced at the certified production plants at any territory.

3. Nominations of the GOLDEN BRANDS OF EUROPE:

- The best popular product (maximum quality at minimum cost);
- The best marketing strategy;
- The best packaging design;
- The best bio product;
- The best video advertisement.

4. To participate in the contest:

- Register your participation at the website: www.goldeneuropa.com
- Pay corresponding fees;
- Send to the Organizing committee samples of the products and the copies of the origin certificates and health certificate;

- For nomination the "Best Marketing Strategy" - provide required information about dealers / importers / distributors of your brand/ sales volume, etc. ;

- For nomination the "Best Video Advertisement" - provide a DVD with your video.

5. **Contestants have the right to send to the Organiser:** catalogs, export price-lists and product samples in order to participate at a commercial presentation of the GOLDEN BRANDS EUROPE, which will be organized after termination of the international jury tasks.

6. **The international jury composed by professionals,** experts and businessmen from different countries of the European Union, whose knowledges and experience will determine the finalists of the GOLDEN BRANDS OF EUROPE contest.

7. **List of the exhibitors and the winners** will be published in the **Catalogue** of the competition.

8. **The results** will be published on the official contest's website: www.goldeneuropa.com

9. **The official rewarding ceremony** of the GOLDEN BRANDS OF EUROPE is conducted in Cannes, France. The date of the official rewarding ceremony is being published on the website of the competition.



If you have any questions that may arise in connection with participation the the contest, please contact the Organizing Committee on: info@goldeneuropa.com