



**GLOBAL
FINANCE**

New Awards Program For 2022

CALL FOR ENTRIES

***Entry Deadline Extended To
September 15***

SME Bank Awards 2021 CALL FOR ENTRIES

GLOBAL FINANCE

Submit your entry for *Global Finance's* debut SME Bank Awards today.

Global Finance has launched this new awards program in recognition of the fact that SMEs were hit hardest by the COVID-19 pandemic and that they will play a critical role in any country's recovery. It is a uniquely important time to give the financial institutions that best serve SMEs the opportunity to be honored for the services and support they provide.

Global Finance's awards and recognition programs are the trusted standard of excellence for the financial industry. They are backed by a 34-year history of editorial accuracy and integrity. *Global Finance's* corporate and financial audience relies on these awards because they are credible, reliable and real.

Winners will be published in the December 2021 print and digital editions and posted on GFMag.com. In past years, most *Global Finance* award winners have been honored at a series of award ceremonies around the world. If global conditions allow, *Global Finance* will host an event for the SME Bank Awards, and winners will be notified about the date and location as far in advance as possible.



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The distinction of being a *Global Finance* award honoree is a powerful marketing advantage every winner can and should use to stand out from and above their competitors.

Some of the ways *Global Finance* award winners have leveraged their status include:

- Email signatures
- Advertising
- Social media campaigns
- Websites
- Employee motivation programs
- Recruitment and retention efforts
- Investor relations information
- Pitch books
- Promotional materials
- Conference and event signage
- Stadium, airport and outdoor signage
- Branch signage
- Press and publicity efforts
- Promotional videos
- Annual reports
- Internal communications

Earning a *Global Finance* award also allows individual honorees as well as entire departments to stand out within their own organizations, leading to higher visibility across their industry sectors, improved staff retention and greater professional and personal recognition.



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Winners will be chosen, as appropriate, globally and in the countries and territories listed here and in the following regions: Africa, Asia-Pacific, Caribbean, Central America, Central & Eastern Europe, Latin America, Middle East, North America, Western Europe.

COUNTRY AND TERRITORY AWARDS

Argentina	Indonesia	Portugal
Armenia	Ireland	Qatar
Austria	Israel	Russia
Bahrain	Italy	Saudi Arabia
Belgium	Japan	Singapore
Brazil	Jordan	South Africa
Canada	Kazakhstan	South Korea
Chile	Kenya	Spain
Colombia	Kuwait	Sweden
Czech Republic	Malaysia	Switzerland
Denmark	Mauritius	Taiwan
Ecuador	Mexico	Tanzania
Egypt	Mongolia	Thailand
France	Morocco	Turkey
Georgia	Mozambique	Ukraine
Germany	Netherlands	United Arab Emirates
Ghana	Nigeria	United Kingdom
Greece	Norway	United States
Hong Kong	Peru	Uzbekistan
Hungary	Philippines	
India	Poland	

US REGIONAL AWARDS

Mid-Atlantic	Northwest	Southwest
Northeast	Southeast	West

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Send entries to: Giulia Cattani giulia@gfinance.co.uk

+44-207-929-0777

NO APPLICATION FEE

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METHODOLOGY

Global Finance editors select the winners for the Best SME Bank Awards based on entries submitted by banks and independent research, with input from industry insiders, executives, and technology experts. This year's ratings are based on performance from April 1, 2020 to March 31, 2021.

Global Finance uses a proprietary algorithm with criteria—such as knowledge of SME markets and needs, breadth of products and services, market standing, and innovation—weighted for relative importance. When more than one institution earns the same score, the judges favor local providers over global institutions and privately owned banks over government-owned ones. The winners are those banks that best meet the specialized needs of SME banks in their markets.

ENTRY PREPARATION

Take advantage of this opportunity to participate in the review process.

It is not necessary to enter in order to win, but in many cases, entrants are able to present information that may not be readily available to the editors.

Global Finance maintains best journalistic practices to protect the confidentiality of information supplied. *Global Finance* will respect confidentiality requests for material not in the public domain. However, any information that is not for publication must be clearly identified as such in the entry.

Please provide concise responses to the following:

1. Key financials: SME business as a percentage of total business; value of SME loans issued from April 1, 2020, to March 31, 2021; SME NPL ratio; percentage of the notional value of all SME loans as a percentage of the notional value of all loans issued; and the total value of all SME loans issued.
2. Please submit data to describe the scale of your SME banking operations, including any league tables or other comparisons with competitors.
3. Details of SME offerings that include types of loans; business, financial and tax advisory services; operational outsourcing strategic alliances; and locally targeted programs, specifically in the past year
4. Data indicating market knowledge such as: firm's market share of the SME market, tenure within the SME market, and number of SME clients served currently.
5. Description of innovative steps taken in the past year to respond to pandemic conditions and improve the breadth and quality of SME services, such as deploying new technological platforms, strategic capital investments, and industry alliances.
6. Please include the following information as a cover sheet to your submission to ensure that it is processed properly:
 - Name of specific entity submitting (eg parent or subsidiary) exactly as it should appear on awards-related announcements
 - Award(s) Being Submitted For
 - Submission Contact Name/Title/Email
 - Communications/Marketing Contact/Name/Title/Email

PLEASE NOTE: If you do not receive confirmation of receipt of this Call For Entries from the contact listed at the bottom of this page within 48 hours of sending, please resend AND notify them to ensure your entry has been received and is processed correctly.

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