

Event Series of:



# AI+ AWARDS 2025

Presented by BGOV

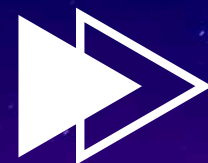
## Application Deck

Nomination Period  
**2024. 12. 17 – 2025. 3. 21**

# Introduction to AI+ Power Awards

The “BUSINESS GOVirtual Tech Awards”, inaugurated in 2022, aiming to recognize and celebrate technological innovations by honoring outstanding tech companies . With the evolution of AI, the focus of the Awards this year will be on AI specifically, namely the AI+ Power Awards!

In the past 3 editions, the Awards successfully highlighted over 65 innovations, facilitated collaborations, and provided a platform for tech companies and startups to showcase their solutions. Over 40 companies gained visibility, investment, and partnership opportunities.



# Objectives

- **Recognize Pioneering AI Innovations**  
Celebrate exceptional AI advancements and their significant impact across multiple sectors.
- **Foster Excellence in AI Development**  
Elevate companies, startups, and innovators that push the boundaries of AI technology to improve business operations and societal challenges.
- **Promote AI+ Synergies**  
Encourage solutions that blend AI with traditional industries, fostering innovation in areas like retail, education, marketing, and entertainment.
- **Encourage AI Integration Across Industries**  
Highlight innovative projects that demonstrate successful AI integration in key areas such as retail and eCommerce, sustainability, healthcare, education and cybersecurity.





# AWARD CATEGORIES

# Awards Categories

## AI+ in Business Awards (SME/ Large Corporate)

This award highlights the most impactful AI applications/solution that are revolutionizing business operations and strategies. It celebrates AI's role in driving efficiency, enhancing customer experiences, and creating value in various sectors.

**We welcome below categories AI +applications (but not limited to)**



AI+ in Marketing,  
Retail & eCommerce



AI+ in Gaming &  
Entertainment



AI+ in Finance &  
Insurance



AI+ in Social Impact  
(Healthcare & Education)



AI+ in ESG

# Awards Categories

## AI+ Project of the Year

Recognizes outstanding AI application projects jointly developed by tech companies and clients, celebrating impactful collaborations that showcase either a single transformative project or a broader AI strategy that drives innovation and growth. Nominations can be for a single project or an overall strategy. Winner should demonstrate how AI+ solutions has brought cost benefits, improved internal processes and created new opportunities.



Tech Solution Providers



Vertical Market Client



**AI+ Application Project or Campaign**

WHAT CAN YOU  
GET FROM THE  
AWARDS?

# Winners Entitlement

## Excellence Winner

- Excellence Trophy & Certificate
- Thank you speech on stage
- 4 representatives to join the Awards Presentation Ceremony
- 1-page company & solution introduction printed on Awards Presentation Ceremony Booklet
- Logo to be listed on the Awardee Pavilion Backdrop
- Winner's interview opportunity – to be conducted onsite, edited and share in BGOV's social media platform
- Be invited to the Networking Events before/after the awards presentation ceremony
- Opportunity to showcase company's innovations and achievements at AI+Power Expo show floor\*
  - Exclusive & discounted offer and packages for winners
  - Priority in booth selection at prime area
  - AI+ Power Awards Winner's signage on booth



\*The winners who have been invited to conduct interview will be announced individually.

\*Each awardee will be offered a display kiosk at **AI+ Power Expo** with the production cost to be borne by the award winners.

To learn more about the offers, please contact the Organizer.



# Winners Entitlement

## Merit Winner

- Merit Trophy
- 2 representatives to join the Awards Presentation Ceremony
- Be invited to the Networking Events before/after the Awards Presentation Ceremony
- Half-page company & solution introduction printed on Awards Presentation Ceremony
- Booklet Logo to be showed on the Awardee Pavilion Backdrop
- Opportunity to showcase company's innovations and achievements at AI+ Power Expo show floor\*
  - Exclusive & discounted offer and packages for winners
  - AI+ Power Awards Winner's signage on booth

\*Each awardee will be offered a display kiosk at **AI+ Power Expo** with the production cost to be borne by the award winners. To learn more about the offers, please contact the Organizer.





**TRACK  
RECORD**

# Track Record

2022 – 2024 BUSINESS GOVirtual Tech Awards recognized more than 65 remarkable accomplishments in their research and development endeavors, demonstrating exceptional proficiency in delivering state-of-the-art products and services across various domains. Their expertise spanned a wide range of industries, including cloud computing, AI, MarTech, web 3.0 & blockchain, fintech, and more.

Join us in reviewing a few of the distinguished companies who have received the Awards as winners in the previous editions of the Tech Awards:



**Click to learn more:**

[2022 List of Awardees](#) [2023 List of Awardees](#) [2024 List of Awardees](#)

# Past Editions Awards Highlights



Awardee Showcase



Networking Cocktails



 [Watch Past Award Ceremony Highlight Video](#)



# NOMINATION GUIDELINE

# General Eligibility

All the award categories are open to tech companies with below eligibilities:

- Company which is registered in Hong Kong/China OR with Hong Kong branch office
- Products/ solutions/ Projects launched or became available in the market from 1 Jan – 31 Dec 2024
- Non-2024 Tech Awards Winners  
(2024 Awards winning entries may enter the Awards again only if there is significant change or enhancement in the product/solution)
- The same tech company can apply for
  - AI+ in Business Awards
  - AI+ Project of the Year

# Specific Eligibility

## AI+ in Business Awards (SME/ Large Corporate)

### SME

- Enterprise with less than 50 employees
- Products/ solutions launched or became available in the market from 1 Jan – 31 Dec 2024
- Company may nominate multiple products/ solutions

### Large Corporate

- Enterprise with more than 50 employees (Non-listed or listed company)
- Products/ solutions launched or became available in the market from 1 Jan – 31 Dec 2024
- Company may nominate multiple products/ solutions

# Specific Eligibility

## AI+ Project of the Year

- Project or campaign that have successfully applied AI solutions to significantly enhance various aspects of the client's business performance, including operational efficiency, cost-effectiveness, and the creation of new opportunities.
- Project or campaign launched or become active from 1 Jan – 31 Dec 2024
- Company must obtain the consent from its client for the Awards nomination of the solution and the disclosure of its company name in the application, related promotion materials as well as the winners announcement.
- Both solution company and the client company have to **attend the Awards Presentation Ceremony**



# Judging Criteria

## AI+ in Business Awards (SME/ Large Corporate)

- **Objectives of the product/ solution (10%)**
  - Market needs of the product/ solution
  - Pain points that the product/ solution is tackling
- **Originality, creativity and intention of concept (10%)**
- **Technology adopted to tackle the problem (35%)**
  - How the AI/ Machine Learning/ Data Science skills, tools and techniques are adopted on the product/solution
  - Complexities and obstacles raised during the process and how to overcome
  - Features & strategies
  - Quality Analysis
  - What makes the solution stand out from the similar product for tackling same problem
- **Significance of the impacts in promoting digital transformation (35%)**
  - How the product/ solution tackle the pain point and achieve its objectives
  - Outcome & result
  - Impact to the market
  - Potential for new opportunities or changing the industry
- **Planning for future upgrade (5%)**
- **Client testimonials (5%)**

# Judging Criteria

## AI+ Project of the Year

- **Pain points that the product/solution is tackling (20%)**
- **Features and strategies used to tackle the problem (30%)**
  - How the AI/ machine Learning/ data Science skills, tools and techniques are adopted on the project
  - Features and strategies are adopted on the project
  - Quality analysis
- **Ease of use and manageability on the product/ solution (10%)**
- **Execution with timeline (10%)**
- **Outcome & result (30%)**
  - Upgrade or change to the companies' operation/business model
  - Key Performance Indicator (KPI)
  - Benefit to various stakeholders
  - Future potential



# Nomination Procedure

## STEP 1

Identify your nomination categories .

## STEP 2

Complete the [Online Registration Form](#) to submit your company general information.

## STEP 3

Upon receipt of your registration, our staff will follow up and send you a detailed application form, which you may then follow the instructions step by step to submit the full set of application by deadline (21 Mar 2025)

Remarks: An acknowledgement email will be sent to the contact person within 5 working days after receipt of your registration. If you do not receive it, please check with the Organizer immediately.

# Important Dates

17 DEC 2024  
APPLICATION  
STARTS



21 MAR 2025  
APPLICATION CLOSES



EARLY MAY 2025  
WINNERS  
ANNOUNCEMENT



5 JUN 2025 (TBC)  
AWARDS PRESENTATION  
CEREMONY



## Apply Now



[ONLINE REGISTRATION FORM](#)

### Award Enquiry

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