

## **PR Newswire 2014 Communication Awards Announced**

SHANGHAI, Dec. 9, 2014 /PRNewswire/ -- The 2014 PR Newswire Communications Award Ceremony was held on November 27 in Shanghai with the announcement of the award winners. The Canton Fair, Huawei, Honeywell (China) Co., Ltd. and Air China were named as winners of the 2014 Grand Annual Award.

The PR Newswire Communications Awards were designed to raise awareness of news-centric content communications among companies and to promote best practices through the recognition and support of the finest examples of corporate communications. This is PR Newswire's third large-scale communications awards event following on the heels of the successful Corporate Multimedia Communications Awards in 2012. In line with the transformative trends underway in the world of media and the rapid growth of mobile internet, the Best News Media Communications Award and Best Mobile Communications Award were two new additions to this year's Corporate Awards category, while the Best Original Media Content and Best Influential Media Awards were two new additions to the Media Awards Category.

The Award Ceremony was held as a part of the 2014 PR Newswire Summit. Over 400 public communications and marketing specialists attended the summit, and 16 guest speakers expressed their views on some of the hot topics in the world of communications.



The 2014 PR Newswire Communication Award winners and presenters: (From left to right) Chen Yujie, Senior Vice-President of PR Newswire Asia Pacific; Liu Jianjun, Deputy Director and Vice-President of China Foreign Trade Centre Group); Wong Puishing, Senior Marketing Manager, Brands at Huawei Enterprises.



The 2014 PR Newswire Communication Award winners and presenters: (From left to right) Royce Shi Zhenyuan, Vice-President at PR Newswire Asia Pacific; Wang Ping, Frequent Flyer Project Manager of the Marketing Department at Air China's Eastern China Marketing Centre; Zhang Yong, Senior Manager of Corporate Communications at Honeywell (China) Co., Ltd.

**2014 PR Newswire Communications Awards winners:**

**Grand Annual Award**

Huawei

Canton Fair

Air China

Honeywell (China) Co., Ltd.

**Best Global Communications Award**

Hainan Airlines

Ja Solar Holding Co.,Ltd.

GAC Motor

Jereh Oilfield Services Group Co., Ltd.

Jin Jiang International Hotels  
Management Company

Changzhou National Hi-Tech District

**Best Original Content Media Award**

finance.sina.com.cn

BT Media

yicai.com

mycaijing.com.cn

**Best New Media Communications Award**

NASDAQ:KZ

Wanda Hotels & Resorts Co., Ltd.

Unilever

haowu.com

Ctrip Corporate Travel

**Excellent Communications Award**

NSFOCUS Information Technology Co.,  
Ltd.

China Hi-Tech Fair Transfer Centre

Intertek

Wuxi Suntech Power Co., Ltd.

QingCloud

Bureau Veritas

Lee Kum Kee (China) Trading Limited

Maxthon

**Best Influential Media Award**

ifeng.com

yuedu.163.com

finance.qq.com

iresearch.cn

xueqiu.com

eguan.cn

Sohu news

chem99.com

toutiao.com

chinabyte.com

### **Best Mobile Communications Award**

### **Best Communication ROI Award**

TÜV Rheinland Greater China

Starwood Hotels & Resorts

D-Link

TÜV SÜD

JD.Com

Tuniu.com

Ximalaya FM

Hilton Worldwide

Millward Brown

JALA Group Co.

3M China Limited

SGS-CSTC Standards Technical Services

The Canton Fair won the 2014 Grand Annual Award. When receiving the award, Deputy Director and Vice-President of China Foreign Trade Centre (Group) Liu Jianjun said, “The Canton Fair, which has over 50 years of history and is held twice in a year in the spring and autumn, is the world’s largest trade show. The Canton Fair is an important barometer reflecting the latest trends in China’s foreign trade, as well as an important channel for small and medium-sized enterprises allowing them to make their breakthrough into international markets. We have been collaborating with PR Newswire in terms of news release distribution for many years and the performance has been outstanding. I would like to take this opportunity to thank PR Newswire and everyone here for their important help to and interest in the Canton Fair” .

Mr. Liu said the 117<sup>th</sup> Canton Fair will kick off in the spring of next year and he warmly invited the press and all guests in attendance.

Hilton Worldwide was awarded the 2014 Best Communications ROI Award. Hilton Greater China PR Manager Pan Xiaoxiao said she felt honoured in receiving the award from PR Newswire. “Hilton Worldwide has been operating in China for more than 25 years. PR Newswire and other media organisations have been supporting and helping Hilton ever since we first started. As the communications and media industries keep evolving, we believe that our continuing cooperation with PR Newswire, the leading communications service provider, will enable Hilton to continue to be the benchmark in its industry” .

At the ceremony, held at The Portman Ritz-Carlton Hotel in Shanghai, award presenters included Editor-in-Chief of Forbes China and forbeschina.com Zhou Jiangong, Deputy Editor-in-Chief of bundpic.com Zeng Jing, President of the American Chamber of Commerce in Shanghai Kenneth Jarrett, Senior Vice-President of Edelman (China) Group Tony Tao Yumin, PR Newswire Asia Pacific’ s Senior Vice-President and Vice-President, Chen Yujie and Royce Shi Zhenyuan respectively, Sales Director Li Wei and Media Development and Distribution Director Liangkun.

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Logo - <http://photos.prnasia.com/prnh/20141202/0861409119LOGO>

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About PR Newswire

PR Newswire is the global leader in innovative corporate communications services, enabling corporations and organisations to connect and engage with their target audiences worldwide. Through its multi-channel distribution network, audience intelligence, targeting, measurement and information disclosure and investor communications services, PR Newswire helps corporations and organizations conduct rich, timely and dynamic dialogues with the media, consumers, policymakers, investors and the general public, in support of building brands, generating awareness, impacting public policy, driving sales, and raising capital.

PR Newswire pioneered the commercial news distribution industry in 1954. The firm connects customers with audiences in more than 170 countries and in over 40 languages through an unparalleled network of offices in 16 countries and regions across North and South America, Europe, Asia, and the Middle East.

Source: PR Newswire