



GLOBAL GUIDELINES 2021

SUBMISSION DEADLINE FRIDAY JULY 16, 2021

DECISION NOTIFICATIONS NO LATER THAN MONDAY AUGUST 16, 2021

Note to all participating banks from the editor:

We thank you for your continuing support of Euromoney's Awards for Excellence, the definitive awards programme for the global banking industry.

We know that we ask much of you when we seek submissions during our awards process, and we attempt to keep the process simple. Our aim is to allow each bank, in its own words, to tell the story of its achievements, innovations and performance over the last 12 months; and to collect consistent, core data that facilitates comparative analysis of competing banks.

The information we need is shown in much more detail below. We have introduced one new general category this year – financial innovation of the year – and two new ESG categories: best bank for ESG data and technology, and best bank transition strategy.

In a reflection of the growth and innovation in the payments space, we have also broadened our traditional award for transaction services into two separate categories: cash management and payments and securities services. For details of these and all other award categories, please see below.

We seek the best of the best in all countries offering banking services. As every year, size is important but certainly not paramount. Profitability is vital, but so is an ability to demonstrate growth, relative outperformance compared with peers and the ability to adapt to changing market conditions and/or client needs. The response to Covid-19 continues to be an important factor in this regard.

Once submissions have been received, our team of editors, journalists and researchers will undertake thorough analysis of their content. In conjunction with our own market knowledge and research, this will then be used to inform final decisions made by our editorial committee, which I chair.

We will be publishing the winners of the Global Awards for Excellence in the September issue of Euromoney and online at euromoney.com on September 10. This year, we are running an expanded ESG awards section, the winners of which will be made public in our October magazine. This issue will focus on environmental, social and governance developments in finance and is being published to coincide with the COP26 conference in Glasgow in early November 2021.

We look forward to receiving your submissions.

A handwritten signature in black ink, appearing to read "Louise Bowman".

Louise Bowman
Editor
Euromoney

Please note: Because of the large number of submissions we receive, we can only undertake to notify winners of their successes on the above dates. Also, please understand that we cannot participate in any discussions about the decisions until after publication of the Global Awards for Excellence results in the September issue.



CATEGORIES

GLOBAL AWARDS 2021

Best bank

This award will go to an industry-leading bank that shows strong financial performance across key metrics; that has a clearly differentiated business model founded on the core strengths of its franchise; that has shown an ability to adapt to changing market and regulatory conditions; that is innovative; and has established a track record of delivering on its targets to shareholders and commitment to its client.

Peter Lee, Mark Baker, Louise Bowman

Best investment bank

This award will go to an industry-leading firm that shows an ability to deliver for its clients across investment banking products and sectors, including financing, advisory and markets, while demonstrating strong financial performance and risk management. The winner will need to prove it provides excellent products and services for its customer franchise and can adapt well to the changing market and regulatory environment.

Peter Lee, Mark Baker, Louise Bowman

Banker of the year

The winner of this award will be a senior bank executive who has shown the value of leadership over the review period, whether in establishing an industry-leading bank or business line, or in turning around the fortunes of an institution that was previously struggling. The winner will be able to demonstrate a clear and appropriate strategic vision that he or she has delivered on.

Peter Lee, Mark Baker, Louise Bowman

Best bank for financing

This award will recognise the firm that stands out across debt and equity capital markets, lending (including structured and leveraged), M&A financing, risk management trades, etc, for all client sectors. Smart and innovative solutions are more important to this award than scale. Geographic diversity is a positive, while cross-asset class capabilities are a prerequisite of success.

Louise Bowman

Best bank for advisory

This award will go to the firm that can demonstrate best-in-class advice to clients across corporates, FIG and SSAs around M&A, restructuring, risk management and regulatory issues. Innovation and an ability to demonstrate understanding of and response to clients' needs are of primary importance. Remember: good advice can be recommending to clients that they **should not** do something as much as recommending what they should do.

Peter Lee

Best bank for markets

This award will go to the bank that shows excellence and commitment to sales and trading in all important asset classes, providing consistent and well-priced liquidity, as well as demonstrating leadership in technology and research. The winning bank will need to demonstrate a best-in-class ability to continue to service their institutional clients in difficult market and regulatory conditions.

Mark Baker

Best bank for corporates

Banks submitting for this award will need to demonstrate their ability to provide banking services to corporates across credit and lending, capital markets financing, advisory, transaction services and risk management. There will be a particular focus on serving multinational corporations.

Dominic O'Neill



Best bank for financial institutions

Banks submitting for this award will need to demonstrate their ability to provide banking services to financial institutions across credit and lending, capital markets financing, advisory, liquidity provision, transaction services and risk management. A track record in multiple geographies is important.

Dominic O'Neill

Best bank for public-sector clients

This award will focus on financing and advisory for sovereigns, supranationals and agencies, as well as other public-sector organizations, such as export finance institutions. It will also incorporate the financing of large infrastructure projects. The winning bank will need to demonstrate international diversity in its business.

Elliot Wilson

Best digital bank

This award will go to the bank that shows true leadership in its digital offering – whether in wholesale or retail banking – or a combination of the two, using technology that clearly benefits both clients and the efficiency of the institution. It will show how digital banking is at the heart of its overall strategy.

Elliot Wilson

Best bank for SMEs

This award will go to the bank that can demonstrate outstanding commitment to the particular needs of small and medium-sized enterprises over the review period across financing, advice, trade, cash management and growth initiatives.

Rob Dwyer

Best bank for payments and treasury

The winner of this award will be the bank that shows proven excellence in its corporate and financial institution relationships in cash management, payments and trade finance. An ability to help clients across geographies is important to this award, as is innovation through technology. Providing details of important client-mandate wins is important, as is demonstrating best-in-class financial performance.

Louise Bowman

Best bank for securities services

The world's best bank for securities services must demonstrate how it has differentiated itself in meeting the challenges the industry faces from new regulation, market evolution and the development of emerging technology. It will need to demonstrate excellence in traditional securities servicing as well as operational efficiency, market expertise and a proven ability to navigate the evolution of the custody business.

Mark Baker

Best bank for wealth management

The winner of this award will be a private bank or wealth management division that can demonstrate a proven track record in providing best-in-class service to wealth management clients on an international scale, combining excellence in advice, products, technology and innovation, as well as demonstrating growth in client assets and revenues and strong financial performance.

Elliot Wilson

Best bank transformation

This award will recognise a bank that has transformed its business model or offering to clients and can demonstrate that this transformation is now paying dividends in terms of business performance.

Mark Baker



Best bank in the emerging markets

This award is open to two types of candidates: those that can demonstrate excellence across the emerging markets in multiple jurisdictions, or those that show best-in-class performance at a local or regional level. Criteria will be broadly similar to those of the global best bank award.

Chris Wright

Best investment bank in the emerging markets

This award is open to two types of candidates: those that can demonstrate excellence across the emerging markets in multiple jurisdictions, or those that show best-in-class performance at a local or regional level. Criteria will be broadly similar to those of the global best investment bank award.

Rob Dwyer

Financial innovation of the year

This award, which is not limited to the mainstream banking sector, seeks to reward financial innovation that improves the processes of financial markets. We will consider a single innovation or a series of innovations that have come into live production and that solve real world-problems for customers. Examples might include fintech penetration into mainstream financial services to the benefit of the consumer; practical examples of blockchain technologies being applied in a useful and commercially viable fashion in transaction services; or efforts to bring digital assets closer to regulated banking norms. We will also consider innovations that transform financial processes in ways that allow banks to share or reduce costs and operate more efficiently and product innovations for wholesale customers, for example in capital raising or markets trading.

Peter Lee, Chris Wright



ESG Awards for Excellence 2021 to be published in the October COP26 issue of Euromoney

Best bank for sustainable finance

To win this award, a bank's commitment to the following will be considered: advancing the growth of the ESG and impact investment industry through product development, measurement and reporting; green finance initiatives, including green bonds, conservation and carbon finance; micro finance, financial inclusion and use of balance sheet for low-income communities; community development and social finance projects; and stewardship/active ownership.

Lucy Fitzgeorge-Parker

Best bank for corporate responsibility

To win this award, a bank's commitment to the following will be considered: fostering diversity and inclusion; reducing the environmental impact of operations; promoting workforce development and social mobility; innovative and effective initiatives to strengthen local communities in which banks are domiciled; and ethical business conduct.

Lucy Fitzgeorge-Parker

Best bank for diversity and inclusion

The winning bank will not only need to show a strong track record over the review period for initiatives promoting diversity and inclusion, both within their own bank, the markets and industry more generally, they will also need to demonstrate that their diversity policy is having a positive effect on the performance of their bank and their offering to clients.

Lucy Fitzgeorge-Parker

Best bank for financial inclusion

The winning bank will have a series of initiatives within its retail business that have created or improved services to the underbanked or unbanked. The bank will provide data on the number of individuals reached during the review period, as well as case studies to support the success of programmes, products or services to these two sectors.

Lucy Fitzgeorge-Parker

Best bank for ESG data and technology

The winner of this award will demonstrate industry leadership in the use of ESG data for risk management and product development, as well as the ability to help clients navigate an increasingly complex field. An innovative approach to technology is essential, while openness to collaboration with partners within and beyond the banking sector to develop solutions is a positive.

Lucy Fitzgeorge-Parker

Best bank transition strategy

Net-zero commitments alone will not be enough to win this award. The successful candidate will demonstrate a credible, science-based strategy for achieving Paris alignment as well as much shorter-term targets for decarbonizing their portfolios and operations, and helping clients to do the same. We will also look for proof of a commitment to transparency through prompt and comprehensive reporting.

Lucy Fitzgeorge-Parker



SUBMISSION GUIDELINES

Each bank must submit a written application for the award that allows you to draw Euromoney's attention to some of the highlights of your performance over the 12 months under consideration (**April 1, 2020, to March 31, 2021**).

This is the most important part of your submission. In your own words, you should explain why your bank has been the outstanding financial institution in any particular category over the period under review. Submissions can also include fee and volume league tables FROM DEALOGIC. These MUST include all parameters used in the search, such as date and issue/issuer type, or they will be disregarded.

Submissions should only include information that we can use to justify the granting of an award. Nothing can be considered off the record if it is used in a submission.

The maximum length for any award submission is FOUR SIDES OF A4 PAPER, sent in PDF format and submitted via our portal (see below).

WHAT HAPPENS NEXT?

Once you have read the submission guidelines, you may have some questions. In the first instance, these should be directed to our dedicated awards email address: awardsforexcellence@euromoney.com

One of our editors or researchers will respond as quickly as possible.

Sophie Astles, our Awards for Excellence head of awards research, will be managing the awards submissions process this year. We feel, however, that the submission guidelines are very thorough and straightforward and ask you only to contact us when efforts to decipher the guidelines have completely failed.

Please contact Sophie [here](#)

HOW TO SUBMIT

- 1** Register on our online entry portal [here](#)
- 2** These guidelines will also be available via [this link](#)
- 3** Select your category
- 4** Fill out the short entry form. The supporting submission documents should be in PDF format only and uploaded using the portal. The files must be named following the template: [Global]_[name of institution]_[award] (eg: Global_BankXYZ_Bestbank, or Global_BankABC_Bestinvestmentbank)
- 5** Once you've completed your entry, hit the submit button
- 6** You will receive an automated email confirming your entry

REMEMBER THE SUBMISSION DEADLINE FRIDAY JULY 16, 2021

We know you have a lot to do now, but we have tried to keep the guidelines as simple as possible. Our editorial team also needs sufficient time to properly analyse and consider your submissions, which is why we state:

THE SUBMISSION DEADLINES ARE FINAL. NO EXTENSIONS TO THE DEADLINES WILL BE GRANTED IN ANY CASE. IF YOUR SUBMISSION COMES IN AFTER THE DEADLINE, WE WILL TRY TO CONSIDER IT, BUT MAKE NO GUARANTEE THAT WE WILL DO SO.

We regret that we will again be unable to hold our usual awards dinner this summer. The winners of the Awards for Excellence global awards will be announced on euromoney.com and on social media on **FRIDAY SEPTEMBER 10**