|  |  |  |
| --- | --- | --- |
|  | **Company information 公司信息** | |
| **Chinese 中文** | **English 英文** |
| **Name of the company and brand 公司名称和品牌** |  |  |
| **Country  国家** |  |  |
| **Contact Person, E-mail, Phone Number 联系人,邮件，手机号** |  |  |
| **Address of the company**  **公司地址** |  |  |
| **Category (food, drinks, art etc.)  类别 (食物、饮品、艺术 等)** |  |  |
| **Product 产品** |  |  |
| **Industrial and Commercial Registration No.**  **工商登记号** |  |  |
| **Legal representative 法人代表** |  |  |
| **WeChat Account / Group 微信公众号** |  |  |
| **Website 网站** |  |  |
| **Five criteria for the selection of Silk Road Brands**  **参评产品具备的五大核心要素** | | |
| **Quality (according to international quality standards)**  **产品质量（符合行业标准、认证体系）** |  | |
| **Awareness (acquired regional, national or international awards)**  **产品知名度（获得地区、国家或国际奖项）** |  | |
| **Coverage (countries covered)**  **产品销售覆盖区域（进入哪些国家）** |  | |
| **Sales volume (the number of units sold**  **within one year)**  **产品销售额（单品年销售额）** |  | |
| **Authenticity (intellectual property rights, product patents)**  **拥有自主知识产权或产品专利情况** |  | |

**附件1：“丝路名品”申请表**

**Appendix 1: Application Form for “Silk Road Brands”**