|  |  |
| --- | --- |
|  | **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”**