

Five Irish companies named among Ruban d'Honneur winners at the European Business Awards

29 July, 2010. Five Irish companies - **Aviva Health Insurance Ireland Ltd, Dell, Sisk Group, Taxback.com and Unicare Pharmacy** - have been awarded a 'Ruban d'Honneur' prize in the penultimate stage of the European Business Awards, sponsored by HSBC. In total, 100 Ruban d'Honneurs have been given to the 'crème de la crème' of companies across Europe.

Now in its fourth year, the European Business Awards is recognised as the hallmark of innovation, success and sustainability across the EU. The Awards provide an opportunity for businesses of all sizes and across all sectors to represent their country on a pan European scale across eight awards categories.

The Ruban d'Honneur is awarded to ten successful entrants in each of the award categories - The Infosys Business of the Year Award, The RSM International Entrepreneur of the Year Award, The UKTI Award for Innovation, The Award for Customer Focus, The HSBC Growth Strategy of the Year Award, The Employer of the Year Award, The Award for Corporate Sustainability, The Environmental Awareness Award and the Chairman's Choice Award.

Alan Duffy, Head of HSBC Corporate Banking, Ireland commented: "It's a great credit to the companies involved and Ireland as a whole that we should have five award winners in such a prestigious European competition. It's a testimony to the level of drive and business initiative that we see from Irish companies on a day-to-day basis. I wish all five companies the best of luck at the next challenging round of judging."

The next stage of the awards process will see the five Irish Ruban d'Honneur recipients take part in a series of face-to-face presentations and interviews to a panel of judges in London in September. Following this, all Ruban d'Honneur recipients will be invited to attend the European Business Awards Gala presentation ceremony at the Westin Hotel in Paris on November 16th where the overall award winners will be revealed in front of Europe's top business leaders, politicians, entrepreneurs, business commentators, and media.

Adrian Tripp, European Business Awards founder, commented: "Selecting the 100 Ruban d'Honneur winners was a particularly difficult task for the judges this year. The standard of the Country Representatives was truly exceptional. These 100 companies have demonstrated outstanding flair, innovation and commercial acumen to get this far."

More information on the awards can be found at www.businessawardseurope.com via email at info@businessawardseurope.com.

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Notes to editors:

About the European Business Awards 2010:

The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector. The European Business Awards programme serves three purposes for the European business community:

- It provides examples for the business community to aspire to
- It celebrates and endorses individual's and organisation's success
- It provides case studies and content for learning from these exceptional organizations

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HSBC in Ireland

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