



Creation of the China Cristal Awards Shanghai on April 2009

2C Associés, organizer of the Méribel Cristal Festival (Europe) and MENA Cristal Awards (Middle East), is launching the **China Cristal Awards** mixing business and creativity through a unique **Jury made of ad agencies and advertisers!**

The 1st edition reproduces the concept that makes the success of the Cristal Festivals* in Europe and the Middle East.

All the most creative ads of Greater China will be rewarded by the famous "Cristal" award.

Competitions will open soon.

Submit your entries before Tuesday 20 March.

*In 8 years, the Méribel Cristal Festival has become the "place to be" to meet the European professionals in a unique and convivial atmosphere. With more than 1000 delegates in the Méribel ski resort (French Alps) and more than 650 delegates in Mzaar (Lebanon), the Cristal Festivals gather the whole European, Middle Eastern and North African communication realm: agencies, clients, producers, the Media, reporters...

www.chinacristal.com / lara.krumholz@2c-associés.com

