



Outstanding Women Awards 2025

Further to our mission statement – **Let's Grow Together** – Markham • Richmond Hill • Vaughan Chinese Business Association (“MRVCBA”) is hosting the **Outstanding Women Awards**, an event to celebrate the most accomplished female business leaders within our community. This event serves as a tribute to the females who have made significant contributions to the business community in the Greater Toronto Area (“GTA”) through their exceptional leadership, sustained dedication, and inspiring achievements.

About the Event

The Outstanding Women Awards is an event to highlight the valuable contributions of the business females in the GTA who dedicate themselves to excellence and help to grow the community. There will be 6 females selected to be recognized by MRVCBA in recognition of their excellent service, accomplishments, and achievements. These females come from different backgrounds as community leaders, business executives, entrepreneurs, volunteers, and professionals. The honorees who stand out in the selected categories serve as positive examples and role models within our community to strive to emulate. Through these awards, we can honour our current leaders and inspire the next generation of outstanding and accomplished females as well.

Rules and Regulations

Eligibility

- Applicants must be nominated by a non-family member in order to be considered for an award and must meet the following criteria:
- Applicants must be a female of Asian ethnic origin, a resident of the Greater Toronto Area (GTA), and a citizen of Canada
- For the Outstanding Women Entrepreneur Award, the applicant must be the owner or majority partner of a business or brand
- For all other award categories, the applicant may be an owner, executive, or employee of a business or a non-profit organization
- The organization must be legally registered in Canada and in continuous operation for a minimum of 2 calendar years
- Must demonstrate an increase in revenue, profitability, or significant growth in the last year (if applicable)
- Must be able to submit financial documents as supporting materials (for business-related awards)



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• Applicants must demonstrate that they are upstanding members of society; neither the applicant nor their organization can be involved in any ongoing legal investigations, and both must be free of any criminal records

Deadline:

Completed applications, along with all supporting documentation, must be submitted electronically to info@mrvcba.ca by August 24, 2025.

It will be the applicant's responsibility to verify and supply proof(s) of meeting the award criteria in the respective Award Category. Failure to provide supporting documentation or submitting false documentation will result in disqualification. Neither MRVCBA nor its Judging Panel will be liable to provide any reasons for disqualifications.

Selected finalists might be required to submit additional information as part of the verification process.

The Judging Panel will assess each applicant based on their merit and a score will be assigned, with the highest-scoring individual winning the award.

Award Categories

The following awards will be presented and will be judged on the following criteria:

1. Outstanding Entrepreneur of the Year Award

(Eligible nominees must be owners)

Purpose:

In recognition of the best overall asian female entrepreneur, her business success, and her accomplishments. This award will be scored based on the following criteria:

a. Innovation

- Has she successfully implemented a new idea to market and/or has she successfully innovated on existing practices? Examples can include, among others, manufacturing, marketing, improvements of goods or services, delivery, or efficiency.

b. Business Growth and Potential

- Has she ensured that her business has sustained substantial growth (must provide related financial statements as proof)? Is there potential for further growth in the near future?

c. Quality of Goods or Services

- How well do her business' products or services align with the needs of her customers/clients? How do they compare to others in their industry?

d. Employee Relations



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- How favourably do her employees regard her leadership and management? How has this contributed to the growth and success of the business?

e. Overcoming Challenges

- Has she overcome any challenges that require exceptional leadership, skill, and/or dedication?

2. Outstanding Corporate Management Award

(Eligible nominees may be owners or employees)

Purpose:

In recognition of the outstanding contributions and improvements implemented by an Asian female in a management role (can be an owner, an employee or partner of the business).

a. Commercial Success and Growth

- Has she ensured that the business has sustained profitability (must provide related financial statements as proof)? Has she positioned her business for growth and success in the short and long-term future?

b. Resource Management

- How has she used all the resources available to her to best grow the business and ensure success and profitability?

c. Innovation

- Has she successfully implemented a new idea to market and/or has she successfully innovated on existing practices? Examples can include, among others, manufacturing, marketing, improvements on goods or services, delivery, or efficiency.

d. Reputation/Public Perception

- How well is the company regarded among its peers in the industry? How does the public perceive the company?

e. Team Members Relations

- How favourably do her employees regard her leadership and management? How has this contributed to the growth and success of the business?

3. Outstanding Women Leadership Award

(Eligible nominees may be owners or employees)

Purpose:

Honouring an Asian female leader (owner or employee) who exemplifies excellence in leadership and business impact.

a. Leadership Vision & Influence



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- How has the nominee demonstrated a clear and inspiring vision for her brand or organization?
- In what ways has she influenced her peers, team, or industry through her leadership?

b. Brand Innovation & Growth

- What innovative strategies has she implemented to enhance brand visibility, positioning, or market share?
- How has she contributed to the creative development or transformation of the brand?

c. Digital & Community Engagement

- How effectively has she used digital platforms and social media to build and engage her audience?
- What impact has she made in fostering community or customer engagement?

d. Business Impact & Brand Value

- How has her leadership contributed to measurable business outcomes such as revenue growth, customer loyalty, or operational success?
- In what ways has she strengthened the brand's value and long-term sustainability?

e. Inspirational Role Model

- How does the nominee serve as a role model for others, particularly females and underrepresented groups?
- What actions has she taken to mentor, advocate, or lead positive change within her organization or community?

4. "Diana Yeh" Community Services Award

(Eligible nominees may be owners or employees)

Purpose:

In recognition of an asian female medical professional/support worker for her heroic contribution to the communities

a. Commitment

- Has the nominee demonstrated sustained dedication to improving the health, safety, or quality of life within her community through her professional or volunteer efforts?

b. Impact

- Have her actions led to measurable improvements in community outcomes—such as access to care, education, wellness, or social support?

- Supporting documentation may be required.

c. Community Reception

- How has the community responded to her efforts?
- Has she received formal recognition, testimonials, or endorsements from community members or organizations?

d. Advocacy and Awareness

- Has she raised awareness of critical issues—such as mental health, elder care, women's health, or health equity—through campaigns, education, or public engagement?

e. Leadership and Mentorship

- Has she served as a role model or mentor to others in her field or community, particularly for women or underrepresented groups?

5. Outstanding Canada / Greater Bay Communion Award

(Eligible nominees may be owners or employees)

Purpose:

In recognition of an asian business female who has great involvement and contribution to connect Canada with the Greater Bay Area, China

a. Commitment

- What has she done to contribute, through her businesses and personal involvement, to the Greater Bay Area in relation to fostering the economic development of Canada?

b. Impact

- Have her efforts produced a measurably significant impact on the communities (documentation may be required)?

c. Community Reception

- How have her efforts been received by the communities? Has she received any other recognition for her service?

d. Raising Awareness

- How has she raised awareness for issues in the community through contributions or campaigns? How has she connected Canada with the Greater Bay Area and/or fostered positive relations between the two communities?



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6. Outstanding Innovation and Impact Award
(can be an owner or employee of the award).

In recognition of an asian female professional/entrepreneur who exemplifies impact by incorporating innovative means to her businesses for the betterment of the community

- a. Commitment
 - Has she demonstrated dedication and commitment to improve her community?
- b. Technology
 - What technology/innovation has she utilized/invented? How advanced is it?
- c. Impact
 - Have her efforts produced a measurably significant impact on the community (documentation may be required)?
- d. Community Reception
 - How have her efforts been received by the community? Has she received any other recognition for her service?