



# UK National Awards for Export Excellence 2016

## Export Excellence in Europe: Judging criteria

This award will go to the exporting company that, in the opinion of the judges, best demonstrates how they have increased their exports to and sales within Europe; demonstrates a commitment to expanding within the region; and demonstrate the value and contribution that exporting to Europe can provide to the future of the business.

The process will take into consideration the company's exports to the region as a proportion of total sales; the increased value of the export sales and the implementation of a lean, cost effective and environmentally responsible approach to exporting into Europe. Judges will also look for collaborations, partnerships, investments, and newly introduced technical abilities.

Judges will award points for each of the adjacent criteria based on a rating scale of 1 to 10, where 10 is measured as exceptional.

If any criterion is not addressed, a standard score of 1 will be awarded. If the criterion is addressed, a minimum of 2 or more will be awarded based on how well the application meets the stated criterion.

**1. To what extent does the entry show that the company has a sound marketing strategy for exporting into Europe, which promotes and enhances brand awareness and equity in international markets? (please tick)**

1    2    3    4    5    6    7    8    9    10

**2. To what extent does the entry provide evidence that significant growth in exports to Europe has been achieved over the last two years and demonstrated ability to sustain that growth? (please tick)**

1    2    3    4    5    6    7    8    9    10

**3. To what extent does the entry show that this company is building relationships with local suppliers and customers and responding to their needs? (please tick)**

1    2    3    4    5    6    7    8    9    10

**4. To what extent does the entry provide evidence that the company is actively seeking or accessing new or expanding markets within Europe and increasing their market share in existing territories? (please tick)**

1    2    3    4    5    6    7    8    9    10

**5. To what extent does the company demonstrate a commitment to reducing costs of its exporting activities within Europe? (please tick)**

1    2    3    4    5    6    7    8    9    10

**6. To what extent does the company demonstrate they are committed to the following? (please tick)**

Technology transfer/skills transfer, Social responsibility programmes, Reduced environmental impact, Improved economic/social well-being, Improved long-term sustainability

1    2    3    4    5    6    7    8    9    10