

# The Irish Exporters Association Export Industry Awards 2014

## Venue:

*Convention Centre Dublin*

## Date:

*Friday 21st November 2014*

## Time:

*7pm - Drinks Reception*

*8pm - Gala Dinner followed  
by presentation of Awards*

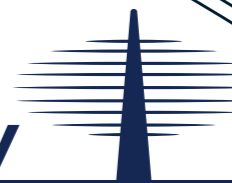
**Corporate Table - €2,200 inc VAT**

**Individual Places - €220 inc VAT**

**For more information about the Awards or to book a table  
contact: [vickicaplin@irishexporters.ie](mailto:vickicaplin@irishexporters.ie) or Tel 01 6424171**

Irish Exporters Association

**Export  
Industry**



**Awards 2014**

in association with HSBC 



HSBC 

Aer Lingus  Cargo

KUEHNE+NAGEL

Rosslare Europort

Bord Bia  
Irish Food Board

ENTERPRISE  
IRELAND  
where innovation means business

Oifig Fiontair Áitiúil  
Local Enterprise Office

THE IRISH TIMES

## AWARD CATEGORIES 2014

### EXPORTER OF THE YEAR 2014



**Objective & Criteria:** An overall Exporter of the Year Award for 2014 will be chosen by the judging panel from those companies who are overall winners in the individual categories. The Award will be presented in recognition of the very best export achievement in what has become an ever more competitive international marketplace

- » Export growth and profitability over the past two years
- » Innovative approach to any aspect of international trade
- » Growth in percentage of export sales compared to total sales
- » Obstacles overcome in getting into markets

### HIGH GROWTH MARKETS EXPORTER OF THE YEAR



**Objective & Criteria:** To recognise exceptional performance by small Irish businesses in developing their export activity in the emerging markets

- » Open to all SME businesses operating in Ireland that have exhibited excellence in developing an export strategy in the emerging markets
- » Special attention will be paid to marketing strategy employed
- » Growth in exports over the last two years
- » The company must be exporting a minimum of 10% of their total turnover outside of the EU, US and the UK

### HIGH POTENTIAL EXPORTER AWARD



#### For Enterprise Ireland Clients

**Objective & Criteria:** To identify an early stage exporting company who has surpassed its potential in the last two years and is demonstrating success and commitment in one or more markets

- » Open to all categories who export goods or services developed in Ireland
- » The company must be in business for two fiscal years
- » The company must be between year 1 and year 3 of their initial export journey
- » Judges will consider both Product Innovation and Process Innovation
- » The company must be currently exporting to one or more countries and have export sales of at least 10% of total turnover
- » The company must be able to demonstrate their export strategy plan and campaign

### MULTINATIONAL EXPORTER OF THE YEAR



**Objective & Criteria:** To distinguish the exceptional performance of multinational exporting companies either in the services or the manufacturing sectors

- » Open to all multinational companies in all export sectors
- » Company must have greater than 250 employees and either an annual turnover greater than €100m or an annual balance sheet greater than €90m
- » Nominee must be exporting and have export sales of at least 50% of total turnover
- » Judges will consider how each company has established and developed its sustainability policies and CSR initiatives

### MEDIUM SIZE EXPORTER OF THE YEAR



**Objective & Criteria:** To distinguish the exceptional performance of medium size exporting companies either in the services or the manufacturing sectors

- » Open to all medium size companies in all export sectors
- » Company must have between 50 employees and 250 employees and either an annual turnover between €10m but not exceeding €100m or an annual balance sheet between €10m but not exceeding €90m
- » Nominee must be in business for two fiscal years
- » Nominee must be exporting and have export sales of at least 50% of total turnover
- » Judges will consider how each company has established and developed its sustainability policies and CSR initiatives

### EMERGING SMALL EXPORTER OF THE YEAR



**Objective & Criteria:** To distinguish the exceptional performance of micro and small companies either in the services or the manufacturing sectors who are demonstrating export potential.

- » Open to all micro and small size companies in all sectors including first time exporters
- » Nominee must be in business for at least one fiscal year
- » Nominee company must have demonstrable export potential and identified export sales to one or more international markets

### FOOD & DRINK EXPORTER OF THE YEAR



**Objective & Criteria:** To recognise the export achievement of companies in the food and drink sector and in to encourage new product development and innovative packaging in the sector

- » Open to all business enterprises based in Republic of Ireland
- » Nominee must be in business for two fiscal years
- » Nominee must have export sales of approximately 15% of total turnover
- » Nominee must demonstrate consistent responsible food safety and adhere to both the rules of HACCP and those of the local health authority
- » The research and technology must have primarily taken place in Republic of Ireland
- » The product must have been introduced to the industry or market within the last two years
- » Be commercially aware and adaptable to a changing market environment
- » Be innovative with regard to product development and packaging
- » Judges will consider both Product Innovation and Process Innovation

### LIFE SCIENCES EXPORTER OF THE YEAR



**Objective & Criteria:** To recognise the achievements of companies in the life sciences sector which incorporates pharmaceuticals, medical devices, diagnostics and bio-pharmaceutical companies

- » Open to all exporting companies involved in the activities mentioned above
- » Nominee must be in business for two fiscal years
- » Nominee must be exporting and have export sales of at least 15% of total turnover

### SERVICES EXPORTER OF THE YEAR



**Objective & Criteria:** To identify and highlight companies who have excelled at selling services overseas. Open to all exporters of services including, but not exclusive to, legal, professional, financial, leasing, HR and recruitment

- » The service must have primarily taken place in Ireland
- » The company must operate in Ireland and have an Irish base/subsidiary
- » The company must be in business for two fiscal years
- » The company must be currently exporting to one or more countries and have export sales of at least 30% of total turnover
- » The company must demonstrate exceptional performance in supporting the export industry

### "GETTING YOU THERE" COMPANY OF THE YEAR

Category available

**Objective & Criteria:** To recognise a company that has made an outstanding achievement in supporting exports and its contribution in facilitating international trade from Ireland. The award will highlight the strategically significant role that service providers play in the islands economy and the award will be presented to the company which has made the most valuable contribution to the export industry

- » Open to all companies who are operating in Ireland in the logistics and supply chain sector (air, road, rail, sea freight) including freight forwarders, third party logistic providers, integrators, haulage companies
- » The service must have primarily taken place in Ireland. The constituents of the end product must be mainly Irish
- » The company must operate in Ireland and have an Irish base/subsidiary
- » The company must be in business for two fiscal years
- » The company must demonstrate exceptional performance in supporting the export industry

### ICT EXPORTER OF THE YEAR

Category available

**Objective & Criteria:** To recognise the achievements of companies in the technology sector which incorporates software, web design and development, digital marketing and e-commerce in securing and building new export markets in this sector

- » Open to all export services delivered in Ireland
- » Nominee must be in business for two fiscal years
- » Nominee must be currently exporting to one or more countries and have export sales of at least 15% of total turnover.

### BEST EXPORT EMPLOYER

Category available

**Objective & Criteria:** To recognise companies to are successfully investing in their people while securing and developing a footprint in international markets

- » Open to all categories who export goods or services developed in Ireland
- » The company must be in business for two fiscal years
- » The company must be currently exporting to one or more countries and have export sales of at least 30% of total turnover
- » The company must be able to demonstrate that they are a leader in job retention, and sustainable growth in jobs, notable training and development opportunities, equal opportunities employer and work life balance

