



OTAGO EXPORT AWARDS



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How does it work?

Entering the Otago Export Awards has real benefits for your business, including:

- The opportunity to review and refine your international strategy
- Increased profile in the Otago and international business community
- Enhanced credibility
- Motivated staff, especially if you become a finalist
- Category winners (excluding the Unsung Hero Award) will be automatic entrants in NZTE's New Zealand International Business Awards
- Network with fellow business leaders
Attending our awards gala dinner and subsequent events gives you the opportunity to network with other business leaders and professionals.

In the application, we'll ask you to describe your international business and strategy, and the results you have achieved.

The General category applications will focus on four main areas:

1. Leadership, planning and organisation
2. Market and customer focus
3. Differentiation and business model selection
4. Results (e.g. international revenue, profitability, investments, jobs created and other factors that show your international success.

Companies that will do well tend to share common things. These include:

- The ability to give evidence-based answers that show you have a successful international business
- A well thought-out strategy
- Strong leadership
- Detailed understanding of your target markets and customers
- The ability to show your contribution to the Otago economy, through solid financial results.

Finally, some tips for you as you embark upon your entry:

- Tell your story. Use pictures and graphics and try to include as many examples as possible to illustrate your points.
- Don't go into too much detail about your products or services, or overuse jargon and acronyms. Keep it simple, use plain English and above all answer the question.
- Don't assume that judges will have any prior knowledge of your company.
- Avoid making vague or unsupported claims. Award-winning submissions always include data and evidence, because doing so ensures credibility and believability.

The Otago Chamber of Commerce has sole discretion to accept or decline an entry

Good Luck

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SCORING GUIDELINES

Best Emerging International Business and Best Medium/Large International Business

BEST EMERGING INTERNATIONAL BUSINESS

The Best Emerging International Business award recognises success by net return to the New Zealand economy for businesses with a total annual revenue under NZD \$5 million and a history up to a maximum of 5 years of operating internationally with growth.

BEST MEDIUM/LARGE INTERNATIONAL BUSINESS

Best Medium/Large International Business award recognises success by net return to the New Zealand economy for businesses with a total annual revenue of over NZD\$5 million.

SECTION ONE

Leadership and planning

This section examines how effectively your leadership team guides your business to achieve international goals.

This include how leaders:

- Set direction and communicate effectively
- Plan and develop objectives and targets for international business

Q1.1 | Describe your international business planning process

TIPS

Consider your key objectives and the related targets. How do leaders, directors and/or stakeholders in your business set direction, objectives and targets for international business? How are these targets and plans communicated, both internally and externally?

'EXCELLENCE' LOOKS LIKE

- A detailed and systematic planning process is evident.
- The overall direction, and all-important goals, are established and communicated. Targets and objections for international business are set across a range of metrics.
- Actual performance against targets is regularly monitored, and actions are taken as a result.

Q1.2 | How have you developed/supported your staff and business partners to succeed in international business?

TIPS

Some areas you may wish to include are:

- Training and development
- Mentoring
- Relocation/secondment
- Recruitment and retention

'EXCELLENCE' LOOKS LIKE

The business can demonstrate significant, ongoing development and support of staff to equip them with the skills and capabilities required to succeed in international markets.

SECTION TWO

Marketing and customer focus

This section examines how, in relation to your international business, you:

- Identify markets, customer groups and market segments
- Listen and learn to determine customer requirements
- Assess customer satisfaction of your products and/or services

Q2.1 | Which international market(s) are you doing business in, and how did you make the decision to target these market?

TIPS

Describe the factors that led to your decision to target these markets.

'EXCELLENCE' LOOKS LIKE

There is clear evidence of significant evaluation and assessment of the most appropriate markets to target overseas, through a clear and logical planning process.

Q2.2 | Within the international markets you target (as referenced in Q2.1), which market segments or types of customers do you focus on?

TIPS

Consider why you focus on these market segments or types of customers.

'EXCELLENCE' LOOKS LIKE

- There has been detailed evaluation of segments and types of customers in international markets.
- Clear thought has gone into which segments to target. The needs and requirements of each segment are clearly understood.

Differentiation and business model selection

This section examines how you have:

- Reviewed and assessed alternative models and approaches to international business, and made the most appropriate choice for your business
- Monitored the ongoing performance of your products and/or services in international markets.

Q3.1 | Which business model do you utilise for your international business, and what are the factors that determined that decision?

TIPS

Business models can include using independent agents or distributors, establishing wholly owned overseas subsidiaries, working with affiliated or partner organisations, and so on. Explain why you chose your business model. What are the main benefits?

'EXCELLENCE' LOOKS LIKE

- There's evidence that a range of different business models have been carefully evaluated, in detail.
- There's a clear rationale for the approach or business model chosen.

Q3.2 | How do you monitor the ongoing performance of your products and/or services in international markets, and how often is monitoring undertaken?

TIPS

Think about the criteria you use to monitor performance – these might include factors like sales volumes, market share, business partner feedback, customer feedback, PR activities, average selling prices, margins, and so on.

'EXCELLENCE' LOOKS LIKE

- Monitoring of performance is regular and systematic.
- Several performance criteria are used and regularly monitored.
- The results of performance monitoring are incorporated into tactical/strategic business decisions.

Results

This section examines data and information to provide evidence of performance, through business results, outputs and outcomes.

Q4.1 | Please summarise the success that your organisation has had in international markets over the past year, across the following areas:

- a) International revenue
- b) International revenue as a proportion of total revenue (the international markets in which you are conducting business and how this has grown)
- c) Other factors that demonstrate your success in international markets (e.g. market share in individual markets, growth in number of international customers, international customer satisfaction).

'EXCELLENCE' LOOKS LIKE

There's clear evidence of strong international success, shown by international revenue growth (overall and as a proportion of total revenue) and by other factors such as market share, growth in customer numbers, customer satisfaction, and so on.

Q4.2 | Please summarise the impact that international business has had both on your company and on the New Zealand economy over the past three years, across the following four areas:

- a) Jobs created as a result of your international business
- b) Total investment made to support your international business
- c) Profitability over the past three years.
- d) Furthers benefits to other New Zealand companies or institutions as a result of your international business.

'EXCELLENCE' LOOKS LIKE

There's clear evidence of significant, ongoing positive impact for New Zealand's economy as a direct result of international business, over a range of metrics including job creation, investment, profitability, and so on.

SWOT analysis

All applications are required to complete a SWOT analysis which will be submitted to the judging panel. To help, below are some suggested areas to consider.

STRENGTHS

Consider your strengths from both an internal perspective, and from the point of view of your customers and people in market. Good areas to look at are:

- What advantages does your business have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?
- What is your organisation's Unique Selling Proposition?

WEAKNESSES

Again, consider this from an internal and external perspective. Good areas to look at are:

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- Do other people seem to perceive weaknesses that you don't?
- What factors lose you sales?
- Where are your competitors doing better than you?

OPPORTUNITIES

Consider things such as:

- What good opportunities can you spot?
- What interesting trends are you aware of?
- What new opportunities could you create by working on your weaknesses?

THREATS

Consider things such as:

- What obstacles do you face?
- What are your competitors doing?
- What might changes in quality standards or specifications mean for your business?
- Are there any threats to your business from changing technology?
- Do you have debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

Excellence in Innovation and Unsung Hero in Export

EXCELLENCE IN INNOVATION

The Excellence in Innovation award recognises success in developing and commercialising innovation in international markets; incorporating intellectual property, strategy, processes and monitoring.

UNSUNG HERO IN EXPORT

The Unsung Hero in Export award recognises and honours an individual who may or may not be directly involved in exporting, but who over a period of time have contributed significantly to our export sector.

Excellence in Innovation

The Excellence in Innovation award recognises success in developing and commercialising innovation in international markets; incorporating intellectual property, strategy, processes and monitoring.

Q1 | Outline how innovation is integrated into your international business strategy, and how you have successfully used innovation to grow your international business.

TIPS

Ensure you provide examples of this success. Areas to consider could be incremental sales, enhanced customer satisfaction, reduced costs, competitive advantage and so on.

'EXCELLENCE' LOOKS LIKE

- There is clear evidence of innovation deployed, the rationale behind it, and the benefits to customers and business partners.
- There is comprehensive evidence of international success as a result of the innovation, including significant incremental sales.

Q2 | Outline how you institutionalise innovation in your organisation.

TIPS

Consider what systems and processes you have in place to support an innovative culture. Are there particular approaches that have worked well for your organisation?

'EXCELLENCE' LOOKS LIKE

There's comprehensive evidence of systems or approaches to support innovation as an integral part of the international business strategy.

Q3 | Please provide an example of an innovation that you have deployed, and how you developed it.

TIPS

Describe why this is innovative when compared to previous practices, or approaches used by your competitors. Explain the benefits your innovation has delivered to your business, customers or partners.

'EXCELLENCE' LOOKS LIKE

- There's a comprehensive example of innovation, with a clear explanation of why it is innovative.
- There are tangible examples of benefits the innovation has provided to the business, customers or partners.

Q4 | Describe what systems and processes you use to manage and protect your innovation, and the impact they have had on your international business.

TIPS

Examples of protection could include patents, design rights, copyrights, non-disclosure agreements, trade secrets, or other intellectual property management tools and strategies.

'EXCELLENCE' LOOKS LIKE

- Processes and systems are comprehensively described, with significant evidence of their impact on international business.
- There is comprehensive use of IP tools and strategies in the business

Unsung Hero in Export

The Unsung Hero in Export award recognises and honours an individual who may or may not be directly involved in exporting, but who over a period of time have contributed significantly to our export sector.

This award recognises those who go beyond the call of duty to share their experience, their networks, their leadership skills and wider talents to help foster the talents of others, develop business offshore, and promote Otago and New Zealand across the globe. Entry for this award is by nomination only, you may not nominate yourself.

Consider how the nominee is contributing to the international success of the Region, and how they deliver against the following attributes.

- **Leading others:** How do they lead growth and prosperity for others?
- **Cross-cultural intelligence:** How have they developed the means to build environments that support, unify, and mobilise the power of diverse workforces?
- **Future shaper:** How do they lead for greater social impact?
- **Globally connected:** How do they harness a global mindset and new business models for growth and impact?

More information

We require submission of all applications and nominations through our online application portal at <https://otagoexportsawards.awardsplatform.com> . Visit the portal and create an account to get started.

- You can save your entries in the portal and edit them as often as needed, up until the entry deadline. Remember to save your work as you go?
- Make sure your personal details are entered accurately, including contact details.
- You can enter multiple categories, as long as you meet the criteria for each one.
- You can use the 'copy' feature to duplicate existing entries and edit them to suit a new category – instead of starting each one from scratch.
- There are no entry fees for this awards programme.
- Supporting material such as images or graphs may be supplied within your application., You'll find further details in the portal.
- We hold all information you provide on a commercial-in-confidence basis.

CRITICAL DATES

Now	Otago Export Awards applications open
1 July	Awards Night tickets go on sale
26 July	Applications close. Judging begins
2 August	Judging ends. Finalists announced
23 August	Awards Night and half day Export Forum
9 September	Category winners (excluding the Unsung Hero Award) to attend Stage 2 judging for the New Zealand International Business Awards (includes pitching in person in Christchurch)

Further information about the Otago Export Awards, terms and conditions, FAQs and event information can be found at www.otagoexportawards.co.nz

For general enquiries please contact office@otagochamber.co.nz or phone: 03 479 1081