



## **SOUTHERN AFRICA REGIONAL EXPORTERS AWARDS CRITERIA FOR SELECTION OF AWARD WINNERS**

### **AWARD CATEGORIES**

- BUYER OF THE YEAR AWARD SOUTH AFRICA
- BUYER OF THE YEAR AWARD UNITED STATES MARKET UTILIZING AGOA

### **OVERALL CRITERIA**

- Innovation
- Market Development
- Financial Performance
- Sustainability

### **CRITERIA FOR SELECTION**

#### **1. Innovation: {Score 20}**

Judges are looking for a buyer that best demonstrate innovation in the following areas:

- Explain the actions taken to complete the transaction and how you have built the relationships with the suppliers (exporters)
- What were the bottlenecks and how did you overcome them
- Demonstrate how you have structured your business to manage and support transactions
- Care (After sales, technical services, handling, storage)
- Risk mitigation strategies

## 2. Market development: {Score 20}

Judges are looking a buyer that best demonstrate the following:

- Go-to-market strategy – what are you doing to grow or develop your SADC region suppliers and market
- What solutions are you applying to increase exports showing
- Knowledge and utilization of exiting Trade Agreements

## 3. Financial performance: {Score 20}

- Details of the transaction
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## 4. Sustainability {Score 20}

Judges are looking a buyer that best demonstrate leadership team strengths and alignment with seller's requirements, goals & objectives.

- Commitment (motivation, contract, period, investment)
- Compatibility (culture, structure, targets)
- Communication channels

### Scoring method

SCORE	RATING
0-40	FAIR
40-60	GOOD
60-80	EXCELLENT