



SOUTHERN AFRICA REGIONAL EXPORTERS AWARDS CRITERIA FOR SELECTION OF AWARD WINNERS

AWARD CATEGORIES

- **TRADE PROMOTION SERVICE PROVIDER AWARD**

OVERALL CRITERIA

- **BEST EXPORT PROMOTION INSTRUMENTS & SUSTAINABILITY**
- **EFFECTIVE STAKEHOLDER ENGAGEMENT & PARTNERSHIPS**
- **DIGITAL INTEGRATION**

CRITERIA FOR SELECTION

1. Best export promotion instruments and sustainability {Score 25%}

The organization must demonstrate an effective trade promotion & development programme provided to exporting firms in order to assist in the planning and preparation of their international involvement

2. Effective stakeholder engagement and use of partnerships{Score 25%}

The organization that has successfully developed and implemented strategies to promote engagement between industry role players and demonstrate how the organization is making use of partnerships with other organizations that are in the export promotion sphere.

3. Digital integration{Score 25}

The organization must demonstrate uses of innovative mix of digital content and technical solutions to support exporting firms raise their competitiveness.