EXCELLENCE IN EXPORT
Sponsored by Linx

The Excellence in Export award recognises leading examples of businesses that are exporting their products internationally and are forging a strong reputation for Australian products and services in international markets. This applies to businesses that are exporting directly or through a third party.

Eligibility Requirements

- The organisation has been trading for a continuous period of two years or more, not bankrupt or trading insolvent at the time of entry.

Questions

1. Summarise your measurable export success/es in the past 24 months.
   Maximum word count: 350
2. Outline the key points of your international marketing strategy over the past 12- 24 months and what role it played in your company's success.
   Maximum word count: 400
3. What strategies (communication/advertising/promotional/partnerships etc.) have you implemented to promote and sustain awareness of your brand/s in overseas markets in the past 12-24 months?
   Maximum word count: 400
4. Briefly explain how your company differentiates its product/service from the competition and how are you maintaining/improving this advantage.
   Maximum word count: 350