



# INTERNATIONAL TRADE BUSINESS OF THE YEAR

This award recognises the strength of Britain's exporters.

Entrants for this award must stand out from the crowd on the international stage and demonstrate that they have generated significant and/or sustained increases in their export activity.

## **The judges will be looking at:**

- The level of exports when compared to the size and sector of the organisation
- The barriers that have been overcome e.g. languages
- The degree to which products/services are new and markets non-traditional
- Innovative approaches to establishing and entering new markets

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