



Ceris Burns Equestrian Export Award

Deadline for entries 5th December 2018

PURPOSE OF COMPETITION

To encourage and recognise companies that have generated substantial and sustained increases in export activity.

JUDGING CRITERIA

In determining the winner, the judges will take the following factors into account:

- The level of exports and their growth in relation to the size and turnover of the Company.
- The planning and strategy involved in developing export markets – e.g. trade fairs, visits
- The barriers that have had to be overcome e.g. languages.
- The degree to which products/services are new or adapted to market and markets non-traditional.
- Sustained effort will be considered to be over a period of at least three years

ELIGIBILITY

The competition is open to British based companies exporting products with significant UK content or added value.

GENERAL

All financial information will be treated in the strictest confidence and will not be disclosed to anyone other than the panel of judges and its advisors. Please provide enough relevant information to enable the assessors to form a clear picture of your achievements.

Company Name: _____

Address: _____

E-mail & web-site address: _____

Telephone No: _____

Name of Contact dealing with submission: _____

Authorisation of Chairman/Chief Executive: _____

Date of Submission: _____

All submissions must be received by 5th December 2018 Return to: **British Equestrian Trade Association, East Wing, Stockeld Park, Wetherby LS22 4AW**, or e-mail: philippa@beta-uk.org

For any queries, telephone 01937 587 062. Please submit 2 copies of the Entry Form and any attachments along with the original. (If emailing, only one copy of the entry form needs to be submitted with 2 copies of any additional material sent to the above address)

COMPANY DETAILS

- (a) Date of Formation:
- (b) Is the business a sole trader/partnership or limited company?:
- (c) Parent company details (if applicable):
- (d) Number of employees:
- (e) Turnover (last financial year):
- (f) Description of products/services:
- (g) Other relevant company background information:

1 AWARD INFORMATION

- (a) Describe the products/services that have been successfully exported:

- (b) What proportion of your total sales are exported?

- (c) What strategy has been used to drive your export activity?

- (d) Describe any involvement by local companies or authorities in your export success:

- (e) Describe any new markets (ie countries) that you have exported to:

(f) What is your strategy for the future in terms of export activity?:

(g) Demonstrate the growth of your export activity:

(h) What is the one key thing that has underpinned your export success and underpins this award application?:

2 SUPPORTING INFORMATION

What other information is relevant in support of your application for this Award?

Please continue on separate sheets if necessary

ASSURANCE

In submitting this entry, I certify that the particulars given are correct to the best of my knowledge and belief. I have read and understood the notes to entrants printed on the front of this form and the rules and guidelines printed on the separate sheet.

Signature: _____ Date: _____