



EXPORT ALABAMA

GOVERNOR'S TRADE EXCELLENCE AWARD

Export Alabama seeks to recognize Alabama companies that have made a significant contribution to or had success in international business in the areas of agriculture, manufacturing and services.

Nominations may be made by agency or company employees, community leaders, congressmen, etc.

ELIGIBILITY

- 1) Any company that has been in operation in Alabama for at least three years may be nominated.
- 2) Prior Award Winners are not eligible.
- 3) Winners agree to allow media coverage of their story (not to include proprietary data, according to company's wishes).

CRITERIA

Applicants may present qualitative and quantitative information concerning their company, to include:

- Percentage of export sales to total sales during the most recent year for which information is available.
- Total dollar volume of exports in the most recent year.
- Growth (%) of export sales over the past three years.
- Number of employees
- Way(s) in which company overcame a specific challenge or challenges to exporting
- Evidence of organization-wide and long-term commitment to exporting

A committee comprised of members of the Export Alabama Trade Alliance will decide on a winner once applications have been received.



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Application

1. Organization: _____
Contact person: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____ Fax: _____
Web Site: _____
Number of Employees: _____ Year Established: _____

2. Awards Category – Please check the category below which best represents your industry.

- _____ Manufacturing _____ Agriculture _____ Service
() Small (total sales less than \$5 million)
() Medium (total sales \$5-50 million)
() Large (total sales greater than \$50 million)
() New to export (must show a progressive export program)

3. Please describe your product or service.

4. Which of the following best describes your company's international business relationships? (Check all that apply)

- Direct Export Manufacturer Rep. Import
- Foreign Distributors/Agents International Branch Other
- Joint Ventures International Subsidiary

5. How many years has your company been doing business internationally?

6. In which countries is your firm currently doing business?

Financial Questions

7. What estimated percent of your total annual sales were/are export sales?

2002: _____ **2003:** _____ **2004:** _____ **2005:** _____

8. What was the total dollar value of exports in the most recent year for which information is available?

9. Over the last three years, which statement best describes your firm's export sales? (Please check one)

- Roughly equal growth in domestic and international sales.
- International sales growth has exceeded growth of domestic sales.
- Growth of domestic sales has exceeded international sales growth.
- Our firm does not engage in domestic sales.

10. Please describe how your organization has demonstrated a commitment to exporting (i.e., participated in trade shows, traveled to target markets to meet agents/ distributors to study the markets, developed foreign language promotional materials, etc.)

11. Please describe your best 2005 international business success case. Explain how your firm overcame specific challenges or obstacles to achieve success in the international marketplace.