



tfl

# Prime Minister's EXPORTER of the YEAR AWARDS

## 2010 UNIQUE EXPORTER OF THE YEAR AWARD APPLICATION FORM

Sponsored by:



FIJI EXPORT COUNCIL  
improve market access through regional and external trade



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Email: [eya2010@ftib.org.fj](mailto:eya2010@ftib.org.fj)  
Website: [www.ftib.org.fj](http://www.ftib.org.fj)

## CHECKLIST

Below is a guideline on the information required from your company to support your application:

### Company Information

- Vision & Corporate Objectives;
- Number of years in business;
- Current activities;
- Location.

### Product & Service Information

- Current staff numbers and skills;
- Full description of current products/service.

### Export Strategy

- Domestic & overseas market experience;
- Principles on which your company has based its export success;
- Current market information – which markets does your company export to, reasons for targeting these markets, success in these markets, market segments targeted, etc
- Type of research undertaken & strategies used;
- Challenges that the company encounters and how it has effectively overcome these;
- Initiatives undertaken to market your company and products to be at its current position.

### Performance Measures

- Statistical data on your export performance – over the last 3 years;
- Confirmation from RBF on value of exports for your company.

### Projections

- Future plans for your company (short term in the next 12 months and long term), new product lines, target markets, business expansions, etc

### Other Information

- Description of what you have achieved so far (achievements, outcomes, contributions to local economy) - e.g. production, export, investment, employment, market share;
- Internal & external factors contributing to export achievement and expected benefits to the company; audited accounts for year ending 2007, 2008, 2009;
- Reserve Bank of Fiji endorsed 'Bank Confirmation of Receipt of Funds from Offshore'. (Form 1.3);
- Special features of the company – does your company export a unique product/service? If so, what makes it unique and how do you market it? ; and
- Justification for the Award - why your company feels it merits an Award?

*Please note that the above is not an exhaustive list so feel free to submit any additional relevant information. It is also recommended that promotional brochures, videos, catalogues and product samples be submitted along with your application. These will be returned after the Awards presentation.*

Visit [www.ftib.org.fj](http://www.ftib.org.fj) for more information on the Awards or to download an application form.



## 2010 FIJI EXPORT COUNCIL (FEC) UNIQUE EXPORTER OF THE YEAR AWARD APPLICATION FORM

The 2010 TFL Prime Minister's Exporter of the Year Awards is the premier event to salute the achievements of Fiji's exporters in the global trade arena and their contribution to the Fiji economy. 2010 marks the 18th year of the Prime Minister's Exporter of the Year Awards, which has continued to grow in status.

The FEC UNIQUE EXPORTER OF THE YEAR AWARD will be presented to the company that has developed a niche product through creativity and/or marketing strategy used. The category is open to all exporters including the 'i-taukei' and Rotumans.

Applicants for this Unique Exporter of the Year Award or any other category also qualify for the main 2010 TFL Prime Minister's Exporter of the Year Award.

**CONFIDENTIALITY:** Information provided in your application will be used solely for the purpose of judging and will be treated as strictly commercial-in-confidence by FTIB. No information will be published without the written permission of the applicant.

### COMPANY INFORMATION

<b>Trading Name</b>		<b>Company Registration #:</b>
<b>Physical Address</b>		
<b>Postal Address</b>		
<b>Telephone:</b>		<b>Facsimile:</b>
<b>Email:</b>		<b>Website:</b>
<b>Contact Person</b>		
<b>Title/Designation of Contact Person</b>		
<b>Email of Contact Person</b>		

**Major Activity of the Company**  
(Please tick accordingly)

<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Wholesale & Retail
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Transportation
<input type="checkbox"/>	Re-exporting
<input type="checkbox"/>	Others: _____

**Major Sector**  
(Please tick accordingly)

<input type="checkbox"/>	Resource Based (Agriculture, Fisheries, Forest)
<input type="checkbox"/>	Tourism
<input type="checkbox"/>	Mining
<input type="checkbox"/>	ICT
<input type="checkbox"/>	Service
<input type="checkbox"/>	Others: _____

## REQUIRED INFORMATION

### 1. PLEASE LIST MAJOR COMMODITIES (PRODUCTS/SERVICES) EXPORTED

*(Attach photographs/brochures/catalogues & product samples. Please note that judges also consider the quality of presentation.)*

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

### 2. EXPORT MARKETING STRATEGY & INFRASTRUCTURE

Briefly outline strategies, techniques and innovations that have been utilised to achieve your export results. Ensure that the information presented identifies the strategies you have taken to achieve sustainable export sales. Please use questions listed below to assist you with answering this question.

- *How did you achieve your export success?;*
- *What innovative approaches have been used in your marketing activities and in your product/service features?;*
- *What strategies have you implemented to promote, enhance and sustain awareness of your brand(s) in overseas markets?;*
- *What resources (financial/human resources/production capacity) do you have in place to develop, increase and respond to export sales?*
- *List improvements/developments undertaken to enhance your business in the last 12 months. This can include physical, information technology/equipment and/or human resource development.*

**3. PRINCIPAL EXPORT MARKETS & EARNINGS**

Please list your major overseas markets and earnings derived from each market.

*If figures for 2009/2010 are estimates, please tick the box below table.*

Export Markets	2007/2008 (\$F)	2008/2009 (\$F)	2009/2010 (\$F)

2009/2010 estimate

**4. ANNUAL EXPORT SALES (\$F)**

Level of export sales revenue as a proportion of total sales revenue and the growth in export sales in the last 3 years or since the applicant began exporting.

*If figures for 2009/2010 are estimates, please tick the box below table.*

	2007/2008	2008/2009	2009/2010
Total Sales Revenue (Domestic & foreign earnings)			
Total Export Sales			

2009/2010 estimate

**5. EXPORT DIRECTION**

Please provide an indication of the company's future direction for exports. For eg. Market focus over the next 2 – 5 years or any expansion plans.


**6. EMPLOYMENT STRUCTURE**

No. of employees	2007/2008	2008/2009	2009/2010
Permanent			
Casual/Temporary			
Number of Expatriate Employees			

**7. ACHIEVEMENTS**

Has the Company won any Award (inclusive of Exporter of the Year Award (EYA)) in the past 5 years?

Yes  No

Please list the Award (including EYA) won.

Year	EYA	Other Award(s)	
	Category	Sponsor	Category
2005			
2006			
2007			
2008			
2009			

**8. CORPORATE RESPONSIBILITY**

Please outline your corporate responsibility to staff, wage rates, working conditions, society and the environment, that may have directly impacted your export performance. For e.g. Village or rural project sponsorship.


**9. ADDITIONAL INFORMATION**

Please include any relevant information outside the scope of this application that you feel will qualify your company for the Award.


**10. CERTIFICATION – THIS SECTION MUST BE COMPLETED**

I hereby certify that the information provided in this application is true and correct at the time of submission. I authorise the Fiji Islands Trade & Investment Bureau (FTIB) to conduct due diligence and verification checks in accordance with the conditions and objectives of the Awards. The FTIB, I understand, will keep the information in the strictest of confidence.

My contact details may be disclosed on a limited basis to industry groups, sponsors and uploaded to the FTIB online Exporters Directory to promote export opportunities in Fiji.

**Contact Person**

**Title/Designation**

**Signature**

**Date**

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company Stamp

## 2010 FIJI EXPORT COUNCIL UNIQUE EXPORTER OF THE YEAR AWARD JUDGING CRITERIA

Rating Scale Key:  
 1 - Below Expectations  
 3 - Meets Expectations  
 5 - Exceeds Expectations

		1	3	5
<b>1</b>	<b>Marketing Initiatives</b> a) Marketing tools/medium used; b) Quality of advertisement & effectiveness; and c) Promotional activities participated.			
<b>2</b>	<b>Programme development, export strategy and innovation</b> a) Marketing strategies implemented; b) Resources (financial, human capacity, capital equipment) development; and c) Export development programmes implemented.			
<b>3</b>	<b>Export Results</b> Trend performance – growth rates of export earnings			
<b>4</b>	<b>Employment Generation</b> Have export activities generated employment growth in the company?			
<b>5</b>	<b>Contribution to business and economic growth in Fiji</b>			
<b>6</b>	<b>Corporate responsibility to</b> a) Staff, wage rates, working conditions; b) Society; and c) Environment.			
<b>7</b>	<b>Quality of Submission</b> a) Presentation; and b) Supporting documents (DVD, poster, brochures, Awards won)			
<b>8</b>	<b>Special qualities</b> Are there any special characteristics about the application that sets it apart from other applicants			
	<b>TOTAL</b>			

**For official use to be completed by judges only**

**2010 FIJI EXPORT COUNCIL UNIQUE EXPORTER  
OF THE YEAR AWARD**

**JUDGES' COMMENTS ON THE APPLICATION**

*Judges' comments will be strictly confidential and will be forwarded to the applicant for information*

**Applicant's Strength**

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**Opportunities to Improve**

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**Additional Comments**

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**Judges Signatures**

<i>Judge 1</i>	<i>Judge 2</i>	<i>Judge 3</i>
<i>Signature</i>	<i>Signature</i>	<i>Signature</i>



## CONDITIONS OF ENTRY

**Applications for the 18<sup>th</sup> Prime Minister's Exporter of the Year Awards are invited from firms and organisations that meet the following criteria**

- Must be an existing exporter;
- Must be registered as a tax payer and be based in Fiji and be seen to be adhering to ALL laws of Fiji;
- Must earn foreign exchange from the export of goods, or sale of services, royalties or intellectual properties;
- Submissions must relate to an export programme which has demonstrated results over a minimum period of 12 months;
- The selection of winners for the 2010 TFL Prime Minister's Exporter of the Year Award and the Unique Exporter of the Year Award will be made at the discretion of the judges;
- All applicants must apply under ONLY one General Award category. However, applicants can also indicate their interest in being considered for MORE than one Special Awards;
- Certification of the application must be completed by the Managing Director or an authorised company representative and must include company seal, stamp and logo;
- In addition to the completed form, company brochures, catalogues, samples or any other relevant information must be submitted to support your application. Neither the Sponsors, judges, nor the FTIB shall be liable for any supplementary materials submitted as part of the application;
- The FTIB and the Award Sponsors reserve the right to publicise the Awards as long as no confidential material provided by the applicant is disclosed;
- Sponsors of an Award category cannot lodge an application for their sponsored award;
- Past winners are eligible to enter. However, they need to clearly indicate any major developments accomplished since the last win, highlighting new product developments, increase in export sales, expansions into current/new markets etc;
- It is prohibited for award winners, applicants and any other person(s) directly or indirectly associated with the exporter of the year awards to copy the design and replicate the FTIB trophies. FTIB alone reserves the right to use the design of the trophies and any duplication of this is prohibited;
- The judges reserve the right to transfer an application to a category other than the one chosen by the applicant if it is seen to be more relevant;
- The judges' decisions are final.

**Application closes on Wednesday 20<sup>th</sup> October 2010.**

### LODGING OF APPLICATIONS: SUVA

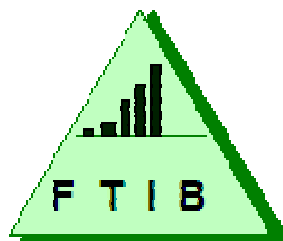
**Fiji Islands Trade and Investment Bureau**  
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Telephone: (679) 3315 988  
Fax: (679) 3301 783  
Email: [eya2010@ftib.org.fj](mailto:eya2010@ftib.org.fj)  
**Co-ordinator: Ms. Kelera Cavuilati**

### LAUTOKA

**Fiji Islands Trade and Investment Bureau**  
Ground Floor, 21 Tui Street, Jay Lal & Co Complex  
P.O. Box 5105, Lautoka  
Ph: (679) 6660 133  
Fax: (679) 6667 186  
**Co-ordinator: Ms. Yvonne Ravaga**

### LABASA

**Fiji Islands Trade and Investment Bureau**  
Level 1 LTD Building, Damanu Street  
P.O. Box 4665, Labasa.  
Ph: (679) 8811 074  
Fax: (679) 8811 071  
**Co-ordinator: Mr. Kamal Chetty**



Fiji Islands Trade & Investment Bureau  
[www.ftib.org.fj](http://www.ftib.org.fj)

# AWARDS

Exclusively designed plaques for the Exporter of the Year Award; prize money & certificates will be presented to the winner of each category. Winners will have the exclusive right to use the Fiji Islands Trade & Investment Bureau's registered "Exporter of the Year" logo of the year of winning on all their promotional and packaging materials.

## MAIN AWARD

The **TFL Prime Minister's Exporter of the Year Award** is presented to the company with outstanding export results, program development, innovation and contribution to business growth in Fiji. (Winners of this award in the past 4 years will not be considered for this award)

The **Techix Bitumen Pacific Ltd Exporter to New Zealand Award** is presented to the company which demonstrates overall excellence in exporting goods or services to New Zealand.

The **Hangton Pacific Company Ltd Fisheries Exporter of the Year Award** is presented to the company which demonstrates overall excellence in exporting fisheries products in any form.

## GENERAL AWARDS

The **Polynesian Shipping Line Ltd Small Exporter of the Year Award** is presented to the company with foreign exchange earnings of up to F\$500, 000 in the 2009/2010 financial year.

The **Fiji Australia Business Council Exporter to Australia Award** is presented to the company which demonstrates overall excellence in exporting goods or services to Australia.

The **Fiji Hardwood Corporation Forestry Exporter of the Year Award** is presented to the company which demonstrates overall excellence in exporting forestry products in any form.

The **LICI Medium Exporter of the Year Award** is presented to the company with foreign exchange earnings between F\$501, 000 – F\$2 million in the 2009/2010 financial year.

The **Home Finance Company Ltd Exporter to the Pacific Islands Award** is presented to the company which demonstrates overall excellence in exporting goods or services to the Pacific Islands.

The **FINTEL Information Communication Technology Services Exporter of the Year Award** is presented to the company which demonstrates overall excellence in exporting ICT services.

The **ANZ Large Exporter of the Year Award** is presented to the company with foreign exchange earnings of over F\$2 million in the 2009/2010 financial year.

The **Naim Cendera Holdings Ltd Exporter to Asia Award** is presented to the company which demonstrates overall excellence in exporting goods or services to Asia.

The **BSP Group Manufacturing Exporter of the Year Award** is presented to the company which demonstrates overall excellence in the manufacturing of exportable products.

The **Westpac Services Award** is presented to the company that either exports services or provides outstanding support services to exporters.

The **Fijian Holdings Ltd Indigenous Exporter of the Year Award** is presented to an i-taukei or Rotuman exporter with demonstrated excellent export performance.

The **Vodafone Fiji Ltd Tourism Services Exporter of the Year Award** is presented to the company which demonstrates overall excellence in providing tourism services.

## SPECIAL AWARDS

The **Fiji Export Council Unique Exporter of the Year Award** is presented to the company that has developed a niche product through creativity and/or marketing strategy used.

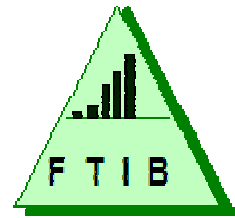
The **Reserve Bank of Fiji Agriculture Exporter of the Year Award** is presented to the company which demonstrates overall excellence in exporting agricultural products



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**tfl**



**EXPORTS EXCELLENCE: THE PILLAR OF ECONOMIC PROSPERITY**

## **Fiji Islands Trade & Investment Bureau**

### **SUVA OFFICE**

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