



SAMOA EXPORTS AWARDS 2020 APPLICATION FORM

All application forms are to be addressed to the Chief Executive Officer, Ministry of Commerce Industry and Labour, Level 4 ACC Building, APIA, no later than 4.30pm, 20th March 2020.

Please answer as many sections as possible and provide supporting documents (where relevant) to enable the Evaluation Committee to verify the information provided. It is taken into consideration that new exporters may not have as complete an answer as those who have been exporting for several years. **If the space provided is insufficient, please provide attachments and state on it your Business' name and the section being answered.**

CONFIDENTIALITY: All information you provide will be treated as confidential. The information will be used only for judging the Samoa Exports Awards 2020.

1. Company/Business Name:

Business Location:

Contact Person (Name):

Phone & Email Address:

Postal Address:

Business License Number:

2. AWARDS CATEGORIES: (Please tick only the relevant Categories. Refer to the Explanatory Notes for further information on each Category)

- | | | |
|--|--|---|
| ☐ Agriculture & Fisheries | ☐ Creative Industry | ☐ Emerging Exporter |
| ☐ Export Marketing | ☐ Export Support Services | ☐ Female Exporter |
| ☐ Innovation | ☐ Value Added | ☐ Overall Exporter of the Year |

3. Are you registered at the Central Bank of Samoa as an Exporter?

YES:

☐

NO:

☐



4. FINANCIAL PERFORMANCE:

Products/Services Sales	2017 Export (\$)	2017 Domestic (\$)	2018 Export (\$)	2018 Domestic (\$)	2019 Export (\$)	2019 Domestic (\$)
Total						

	2017 (\$)	2018 (\$)	2019 (\$)
Total Value of Export/Foreign Exchange Earnings			
Less:			
Cost of raw materials			
Cost of production overheads			
Value Added			

5. BUSINESS PLAN AND CONTRIBUTIONS OF EXPORT

5.1 Do you have a current Business Plan?

YES: ☐ NO: ☐

IF Yes, please outline below your export plans and initiatives for the coming year (e.g. new markets, additional staff, new marketing strategies dependent upon market).

5.2 Does your business have International Certification such as ISO, HACCP, Organic? YES: ☐ NO: ☐

IF Yes, please attach relevant supporting documents of your International Certification.

5.3 Outline the training and support systems in place to support the staff involved in exports and what actions the company is taking in the future.



6. MARKETING PLAN

6.1 Do you have a Marketing Plan?

YES:

☐

NO:

☐

IF Yes, what period does it cover? Please explain the steps taken to secure international contracts. (e.g. what you did to make your product acceptable for the market, how you built a relationship with buyers/distributors, were there any cultural issues to overcome, use of trade events and how you encouraged buyer confidence in the product)

6.2 EXPORT MARKETS: What are the main products/markets?

PRODUCTS	MARKETS
1.	
2.	
3.	
4.	

6.3 Describe any innovative marketing techniques and use of technology that you employed (e.g. use of social media, mobile apps, product delivery and/or product presentation and packaging).



7. INNOVATION

7.1 Explain what innovations/changes in your business you have applied to generate and/or increase export sales. (Consider areas such as packaging, product, promotion, distribution channels, brochures and trade material, use of social media).

7.2 Have you made any significant changes in the way you market, operate your business?

YES:

☐

NO:

☐

If Yes, what are some of these Changes?

8. EMPLOYMENT STRUCTURE

Please state the number of employees in your business' payroll, broken down by Gender.



No. of Employees/Year	Permanent	Casual/Temporary	Total # of Male Employees	Total # of Female Employees
2017				
2018				
2019				

9. BEST FEMALE EXPORTER

If you wish to nominate an employee of your business to be considered for the Best Female Exporter Award Category, please provide the following:

9.1 Nominee's name:

Position/Role in the Business:

Email/Contact number:

9.2 Describe the above nominee's involvement in the Export Value Chain of the business and outline what significant contributions she has made to the business' exports sales, sustainability of exports, the business' competitive advantage, staff training and/or staff professional development.

10. BEST CREATIVE INDUSTRY EXPORTER

10.1 Please tick which sector(s) of the Creative Industry your business is involved in:

☐ Arts & Craft	☐ Handicrafts	☐ Music
☐ Elei/Garments	☐ Jewellery	☐ Samoa T Shirts
☐ Other – Please list		



10.2 Please list/explain what unique or original works reflecting local talent has your business created or involved in its creation.

11. Are there any additional factors you would like us to take into account in considering your application? If so, please comment.



SAMOA EXPORTS AWARDS 2020

EXPLANATORY NOTES

AWARD CATEGORIES:

- 1) Best Agriculture & Fisheries Exporter
- 2) Best Creative Industry Exporter
- 3) Best Emerging Exporter
- 4) Best Export Support Services
- 5) Best Female Exporter
- 6) Best in Innovation
- 7) Best Value Added
- 8) Excellence in Export Marketing
- 9) Overall Exporter of the Year

1. CONFIDENTIALITY

All information you provide will be treated as commercial-in-confidence. The information will be used only for judging the Samoa Exports Awards by the Panel of Judges and the Evaluation Committee for the Samoa Exports Awards 2020.

Financial information is mandatory and all information - including the financials contained in your application and/or obtained during site visits - will be treated strictly as commercial-in-confidence and used only for judging. **All members of the MCIL Secretariat, the Evaluation Committee and every Judge of the Awards will sign a Confidentiality agreement before being presented with any confidential information submitted as part of the application process.** Following completion of the Exports Awards, all of the information provided will be destroyed.

2. DEFINITION OF EACH AWARD CATEGORY

AWARD CATEGORY	DEFINITION
1) Best Agriculture & Fisheries Exporter	<i>This category includes both the Agriculture and Fisheries exporters. It includes raw, primary and secondary stage goods. E.g. – Exporters of coconut, nonu, taro, banana, cocoa, kava, raw fish, frozen fish etc.</i>
2) Best Creative Industry Exporter	<i>This new Award is in recognition of small, entrepreneurial businesses involved in the Creative Industry which utilises creativity skills and talent for employment and wealth creation e.g. Garments, Handicrafts, Elei Designs, Jewellery, Music etc. To be eligible as a 'Small' business under this Category, your business must employ less than 10 employees and generate annualised Exports Sales of less than WST\$50,000.</i>
3) Best Emerging Exporter	<i>This Award is for the new exporters that have just ventured into exporting in 2019 as well as existing exporters that have ventured into new markets in 2019. Records of when business operations started will be cross-checked with the Ministry for Customs & Revenue and Ministry of Commerce, Industry and Labour data. Eligible candidates will need to</i>



	<i>demonstrate that they are a long term operator and not a one-off exporter.</i>
4) Best Export Support Services	<i>This Award is for business applicants that provide a service to support the export sector and the entire export value chain. That is, it includes businesses that support exporters in connecting to markets, transporting of goods from border to border, as well as marketing and IT companies that have assisted exporters in connecting to markets, process automation, marketing campaigns etc. This support will need to be verified by the exporter. E.g. Shipping companies, airline companies, export insurance, IT companies, marketing companies, professional services providers.</i>
5) Best Female Exporter	<i>This Award is in recognition of the contribution of women to Exports. This Category will include all women applicants in agri-business and other industries and their involvement in, and contribution to the export Value Chain of the business.</i>
6) Best in Innovation	<i>This Award acknowledges new sustainable ideas, unique processes and methods used to develop the export business. To enable the Evaluation Committee to determine a trend or growth in Innovation, results will be assessed over 3 years i.e. 2017 to 2019.</i>
7) Best Value Added Exporter	<i>This Award will consider the scale of processing that has been done to the end product, including the change in value, change in form, change in presentation etc. done to the end product.</i>
8) Excellence in Export Marketing	<i>This Award recognises the quality of a business' marketing strategy to target markets. This includes the longevity of market connection, meeting of demand, sustainability of supply, and venturing into new markets. Commercial presence is valued in this Award, including the use of ICT to complement business model. Marketing Strategy will need to be detailed and outlook into the next three (3) years must be supported by the current operations of the exporter.</i>
9) Overall Exporter of the Year Award	<i>This Award focuses on the overall best exporter with proof that their supply and export market is sustainable. Competitive advantage of the exporter needs to also be explicitly expressed to support their case.</i>

3. OVERALL CRITERIA

- Export growth achieved and ability to sustain growth
- Evidence of sustainable competitive advantage
- Value and contribution of exports to business expansion
- Overall commitment to exports
- Marketing Strategy for target markets
- Degree of Innovation
- Viability of company, its products and/or services
- Major export initiatives

4. CRITERIA FOR SELECTION

1. Financial Performance (Score weighting 25%)



The judges here will be looking for evidence of the company's sound financial base and how it will fund growth in exports.

- a. Export sales achieved and growth
 - i. Export growth achieved shall be calculated by comparing 2017 to 2019 Total Value of Export Income. The Total Value of Export Income shall be calculated in the case of goods on an FOB basis, and in the case of services, calculated on the basis of foreign exchange earnings.
- b. Value Added
 - i. Value added is the increase in value that a business creates by undertaking its production process. It involves looking at the scale of processing that has been done to the end product, including the change in value, change in form, change in presentation etc to the end product. Value Added is the difference between the Product's cost and the end consumer value (i.e. total value of export income).
 - ii. $\text{Value Added} = \text{End Consumer Value} / \text{Total Value of Exports} - (\text{Cost of raw materials} + \text{Production Overheads})$
- c. Financial Strategy for continued export sales
 - i. A description of the Financial Plan for 2020 specifically as it applies to exports.

2. Business Plan and contribution of exports (Score weighting 15%)

The judges will be looking for evidence of your company's commitment to international business.

- a. What are your export plans and initiatives for the coming year (e.g. new markets, additional staff, differing marketing strategies).

3. Marketing Plan (Score weighting 25%)

The judges will be looking at the quality of the applicant's international marketing strategy and how it maximises its international competitive advantage.

- a. In your key markets, what did you do to secure international contracts and market acceptance? What actions did you take? - e.g. product adaptation to meet customer preferences, building relationships with distributors and buyers, addressing cultural issues in marketing materials and products, attending trade events, techniques to overcoming buyer resistance.
- b. Explain your company's strategy in gaining a secure foothold in any new markets or how you enhanced brand in established markets.
- c. The judges are also looking for demonstration of innovative techniques and use of technology e.g. use of social media, mobile apps, product delivery and/or presentation.

4. Innovation (Score weighting 25%)

Innovation is the process involved in creating new ways of doing things. It can apply to any aspects of a company's business, products or services. The judges are also looking for



demonstration of innovative techniques and use of technology. Fully explain and demonstrate innovation in the following areas which are applicable:

- a. Packaging
- b. Product
- c. Promotion
- d. Distribution channels
- e. Brochures and trade material
- f. Use of social media
- g. Process and procedures.

5. Business Operations and Human Resources (Score weighting 10%)

- a. The judges will be looking at the structure of the business' export/international operations and systems to effectively respond to export/international sales as well as whether the business is appropriately resourced for export expansion.
- b. The judges will also be looking for evidence of sustainable business practices.

5. ASSESSMENT PROCESS

In maintaining the Confidentiality of the information provided by applicants, no members of the Samoa Association of Manufacturers & Exporters (SAME) nor the Samoa Chamber of Commerce & Industry (SCCI) will be involved in the Assessment Process nor have access to any of the information provided by applicants for the Samoa Exports Awards.

The MCIL Secretariat for the Samoa Exports Awards is responsible for receiving applications, overseeing the administrative processes for assessing and verifying information provided in the applications, as well as providing Secretariat support to the Evaluation Committee and the Panel of Judges.

Once your application is received by MCIL, the Secretariat will issue a letter of acknowledgement of receipt of your application, which will also include a request for further information/clarification (if required) as well as requesting your business' availability for a site visit to be conducted by the Secretariat and members of the Evaluation Committee.

6. JUDGES

The Panel of Judges for each Award Category will be finalised by the Evaluation Committee. To ensure the Confidentiality and Impartiality of the Judging process, the identity of the Judges will not be made known to applicants and will also be kept Confidential until the actual Samoa Exports Awards event takes place.

There will be no correspondence or communication between the Judges and the applicants. Any queries that the Judges may have about any information provided by the applicants, will be requested through the Secretariat, who will make the necessary arrangements for seeking further information and/or clarification.