

A. OVERALL AWARDS

1. Exporter of the Year

This award will be given to the best individual company for its export excellence.

Evaluation Criteria

- Export turnover
- Market diversification
- Product Diversification
- Globally outreached Sri Lankan brands
- Net foreign exchange earnings
- Employment provided in the export industry
- Contribution to the sustainable development in export industry
- Contribution from the regions to the export supply chain
- Innovations/Research and Development efforts
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

2. Most Globally Outreached Sri Lankan Brand

This Award is to recognize the highest efforts and achievements of Sri Lankan registered indigenous Brands in the overseas markets.

Evaluation Criteria

- Geographical coverage (market diversification) of the brand (Market will be consider if exports are over USD 100,000)
- Export revenue earned for the Brand in the PEA year as certified by the Company Auditors.
- Growth of export revenue earned for the brand

3. Market Diversified Exporter

This award is to recognize the market diversification efforts of the exporters and awarded to the exporter who has accessed the highest number of export markets.

Evaluation Criteria

- No. of export markets (export turnover form each market should be equal or greater than USD 100,000)
- No. of new markets entered during the PEA year
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

4. Best Exporter in Product Diversification

This award is to recognize the product diversification, and this is awarded to the best exporter who has highest no. of diversified product categories.

- No. of product categories (HS 4 digits level) exported (each product category should generate export value equal or greater than USD 100,000)
- New product categories (New HS No's at 4 digits level) introduced during PEA year to the company's product basket and contributed to the company export turnover
- Export turnover
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

5. Best value-added exporter of the year

This Award is presented to recognize the best value-added exporting company in the PEA year.

Evaluation Criteria

- Value Addition as a Percentage of Export Turnover
- Process of value addition
- Export turnover
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

6. Contributor to Sustainable Development in Export Industry

This award is presented to the exporter with highest sustainable development initiatives in the PEA year.

Evaluation Criteria

- Economic Indicators
 - Company productivity
 - Number of innovative products/ services launched
 - Employee turnover
- Social Indicators
 - Expenditure on CSR
 - Comply to the labour laws
 - Occupational safety
 - Female share of employment
- Environmental Indicators
 - Renewable energy usage
 - Standards using for sustainability reporting
 - Use of recycled materials
 - Use of Environment Management Systems (EMS)
 - Efficiency in water usage
 - Initiatives taken to offset/minimize carbon footprint (CO2 Emission)

7. Innovative Export Product of the Year

This award is to recognize innovations and Research and Development (R&D) efforts of export companies to produce new/innovative products targeting export market.

Evaluation Criteria

- **Innovative Product/Service Description**
 - Product/Service
 - superior feature/s of the product/service
- **Research & Development effort for the product/service**
 - Technology transfer
 - Recognition received for R & D
 - R&D effort taken to make the product eco-friendly
 - High-end technologies used to develop the product/service
- **Intellectual Property Rights (IPR)**
- **Product Market & Business Development**
 - Purpose of development of new product
 - Degree of utilization of the product
 - Economic viability of the product
 - Degree of social & environmental sustainability
 - Product/service certificates and accreditation
 - No. of export markets
 - Export turnover for the product/service in PEA Year
 - Strategic business plan including upcoming orders (for next 3 years)

8. Contributor from the Regions to the Export Supply Chain

This award is to encourage setting up export led supply/ industrial/economic activities/farmer or producer clusters and providing employment to rural mass at regional level. To qualify for this award, the applicant should establish export led supply/ industrial/economic activities/ farmer or producer clusters other than in Western Province (Colombo, Gampaha, Kalutara).

Evaluation Criteria

- Setting up of Production Facilities & providing employment to rural mass
- Setting up of Subcontracting Centers & providing employment to rural mass
- Setting up of supply chain communities & providing employment to rural mass

9. Best Performing Exporter in Emerging Markets

This award will be presented to the best company that has entered following emerging markets. Brazil, Russia, China, Indonesia, Malaysia, Philippine, Singapore, Thailand, Saudi Arabia, Nigeria, South Africa and Mexico. (Market will be considered if exports are over USD100,000)

Evaluation Criteria

- Export turnover from the emerging markets
- No. of emerging markets
- Share of exports to the emerging markets
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

10. Exporter to the Global Value Chain

This Award is to recognize the contribution to the national exports made by the exporters who connected to the Global Value Chain (GVC) by supplying Parts/Components/Accessories.

Evaluation Criteria

- Export turnover from supplying Parts/Components/Accessories to the GVC
- Complexity of the product supplied to the Global Value Chain (Level of the diversity and sophistication of the productive know-how required to produce the part/component /accessory)
- No. of years exporting to the Global Value Chain
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

11. Woman Exporter of the Year

This award is to encourage and recognize woman entrepreneurs' contribution in national export development drive and also to enhance women's full & effective participation in leadership.

Evaluation Criteria

- Ownership
- Leadership
- Export performance
- Employment opportunities provided
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

12. Emerging Exporter of the year

This award is to recognize the best exporter who was small and mid-size enterprises (SME) exporter for the past years and become large-scale exporter during the PEA year.

Export turnover of the company should be less than USD 4 Mn during past years and should be equal or greater than USD 4 Mn at the PEA year.

Evaluation Criteria

- Export turnover
- No. of employment generated during the PEA year
- Market diversification
- Product diversification
- Value addition
- Innovation/Research & Development efforts
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)

B. PRODUCTS AND SERVICES SECTOR AWARDS

Products and services sector awards will be presented to the exporter who achieved the highest score within the sector in each Product & Service Sector.

Evaluation Criteria for Product Sector Awards

- Export turnover
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)
- Market diversification
- No. of employment provided
- Value addition

Evaluation Criteria for Service Sector Awards

- Export turnover
- Growth of the export revenue (for PEA 2019/2020)/ Extraordinary efforts to sustain the business during the Covid-19 (for PEA 2020/2021)
- Market diversification
- No. of local employment provided