



Application Form -
Experienced Small/Medium-size Exporter

International Export Challenge

A dark blue silhouette of an airplane in flight, positioned behind the main title text.

Win a support package
to make your export
ideas take off!

Prizes will include travel, accommodation,
advice, publicity and market research

Business Details

Business name:

Address:

Telephone number:

Contact name:

Contact e-mail address:

Contact telephone number:

Business website address:

Year established:

Number of employees:

	2012	2011
Annual Turnover	£	£
% total export sales of total annual turnover	%	%



Provide a brief business profile including details on the products/services you offer:

Max 200 words / 1,200 characters





Eligibility

Does your company meet the EU definition of an SME?

(Please see definition in Terms & Conditions)

Does your business manufacture or provide a tradeable service?

In which category are you submitting an entry?

- Small exporter company
(50 or less employees)

- Medium-size exporter company
(51 to 249 employees)



Experienced Small/Medium-size Exporter

1. How did your company select the appropriate international export markets?

Max 300 words / 1,800 characters





2. How did you select the appropriate number of international export markets for your business?

Max 300 words / 1,800 characters



3. How did your company determine what resources were required to enter an international market?

Max 300 words / 1,800 characters





4. How did your company develop its value proposition to support export business? How has competitive advantage been sustained?

A large, empty white rectangular box intended for the user to provide their answer to the question above.

Max 300 words / 1,800 characters





- 5. How did you decide market entry strategies?
How did you source and develop potential channel partners?
What marketing or sales channels support do you have?

Max 300 words / 1,800 characters





6. What plans have you in place to balance the risk in markets (near markets v. distant markets)?

Max 300 words / 1,800 characters





7. How has your company developed a structured and systematic approach to international business development?

Max 300 words / 1,800 characters





8. What barriers to exporting have you encountered, and how did you overcome them?

Max 300 words / 1,800 characters



9. What export weaknesses have you identified and how have you/will you address them?

Max 300 words / 1,800 characters





10. What are your export results to date? (Include % turnover for exports, active export markets/planned export markets).
What have been the key export success factors for your company?

Max 300 words / 1,800 characters





11. What are your company's growth ambitions including expected market split and baseline data?

Max 300 words / 1,800 characters





12. Why would winning this challenge make a difference to your company?

Max 300 words / 1,800 characters

Please email completed application form to exportworkshops@investni.com by 4.00pm on Friday 21st February.

If you have any queries please contact Deborah Johnston, Invest NI Trade Team on 028 9069 8668 or Email: deborah.johnston@investni.com



Competition Terms and Conditions - International Export Challenge

Introduction

This competition has been developed to help small to medium sized enterprises (SMEs) within Northern Ireland compete successfully in the global marketplace. The competition is also a mechanism to celebrate export success and aspirations.

1. The opening date for the competition is 9.00am on Tuesday 14 January 2014 and the closing date is 4.00pm on Friday 21 February 2014 (the "Promotional Period"). Entries received outside of the Promotional Period will be declared invalid.
2. This competition is open to SMEs based within Northern Ireland only, save where any one of the owners or directors of that enterprise, or one of their agents or a member of their immediate family is closely connected to a member of the judging panel.
3. Enterprises wishing to participate in the competition must meet the European Commission's (EC) definition of an SME set out within EC Recommendation 2003/361/EC, which, as summarised, requires it to be an enterprise which:
 - 3.1 Employs less than 250 persons; and
 - 3.2 Has an annual turnover not exceeding 50 million (euro) and/or an annual balance sheet not exceeding 43 million (euro); and
 - 3.3 Conforms to the criterion of independence, i.e. not more than 25% of the enterprise's capital or voting rights are owned by any one enterprise, or jointly by several enterprises, which falls outside of the criteria outlined in clauses 3.1 and 3.2 above.
4. All entries must be submitted via the official online application form (Application) available on the Invest NI website at www.investni.com/exportchallenge. Each SME may only submit one entry.
5. Invest NI accepts no responsibility for any online entry which, due to a technical error or any other reason, is not received by Invest NI, or where receipt of an entry by Invest NI is delayed for any reason. Proof of submission of an online entry shall not be considered proof of receipt of that entry by Invest NI. Only fully completed, legible entries received during the Promotional Period will be accepted. Entries submitted using any means other than the Application will be declared invalid and will not be considered.
6. Participants will be required to complete the Application. No additional information provided will be considered other than that requested in the Application. By entering the competition you accept sole responsibility for ensuring that any details you provide on your own behalf or on behalf of the SME entering the competition are accurate.
7. By participating in this competition all participants are deemed to have confirmed that they have the authority to act on behalf of the SME in respect of which they submit an entry, and to have confirmed that they have accepted these terms and conditions (Terms) and any entry instructions on the Invest NI website at www.investni.com/exportchallenge.

Prizes

8. The prize for each winning SME comprises the following:

A. British Airways (BA) Flight Tickets

- 8.1 Two return BA flights from Belfast City Airport in our World Traveller Cabin for the purposes of a trade visit to any market (excluding Australia or New Zealand) in which the winning SME has not achieved export sales to date. Tickets must be used by persons employed or engaged by the winning SME, and can be used by either two people flying once, or by one person flying twice.
- 8.2 The tickets are valid on BA mainline services only and are subject to availability. They are not valid on flights with any codeshare or franchise partners of BA. All travel must be completed by 31 March 2015 and travel blackout periods apply during Easter, Bank or Public Holidays in Northern Ireland and over the Christmas period. There is also limited availability during July and August.
- 8.3 To make bookings, the winning enterprise will need to email Geraldine.hayes@ba.com with the names of those flying and preferred dates for travel at least 28 days before the proposed travel date(s).
- 8.4 Tickets are non transferable and non refundable.
- 8.5 If an Invest NI Overseas Event is scheduled for a target market in the 2014/15 financial year, then the prize cannot be used for that event. Invest NI's Overseas Events programme can be found at www.investni.com/tradecalendar.pdf.

B. Free Market Research

- 8.5 Up to 5 days of free market research services for the purpose of informing the Trade Visit will be made available to the winning SME. This research will be conducted by Invest NI offices overseas, or conducted through UK Trade & Investment.
- 8.6 Support with arranging and executing a market visit schedule will also be provided by Invest NI's Trade Team.

C. Free Accommodation

- 8.7 Free accommodation for up to four nights stay whilst in the target market, for a maximum of two visits.

9. All prizes are as stated, are non-transferable and there are no cash alternatives. Invest NI reserves the right to offer alternative prizes of equal or greater value should the advertised prizes become unavailable for any reason. A de minimis funding contribution will apply in respect of prizes B and C outlined above. Winning enterprises will be notified of the relevant limit upon winning the competition.

10. The use of all prizes must be deemed by Invest NI to fit within the winning SME's overall export strategy as set out within that SME's Application entry. The use of all prizes shall be subject to Invest NI's authorisation and prior written approval. All prizes must be used by 31 March 2015.
11. For the avoidance of doubt, the winning SME shall be responsible for all other expenses and any other costs not specifically set out above and which are associated with taking any of the above mentioned prizes.
12. The winners will be bound by any contractual terms imposed by any third parties providing services or products as part of the prizes. Invest NI cannot accept responsibility for any of the acts or omissions of any third parties.

The Process

13. The competition entries will be judged in March 2014 by an independent judging panel. The outcome of this decision is final and no further correspondence will be entered into.
14. The competition winners will be notified by Invest NI. Invest NI reserves its right to require each winning SME to provide evidence that it satisfies the competition entry criteria set out within these Terms. Invest NI reserves the right to select an alternative winner, should an originally selected winner fail to provide such evidence, or in the event that it is not possible to contact the originally selected winner within 5 days of the notification.
15. The Trade Visit in question will take place overseas and may take place in varied weather conditions. By submitting your entry you agree to abide by any requirements which Invest NI may put in place which are applicable to the Trade Visit.
16. Invest NI reserves the right to withdraw, cancel or amend the competition in the event of any unforeseen circumstances outside its reasonable control, and accepts no liability to any participants, prize winners or any third party which may arise as a result. Invest NI also reserves the right to reschedule any Trade Visit if circumstances arise which are outside the control of Invest NI. Such events include, but are not limited to, adverse weather conditions and acts of God. In the event that it is not possible to reschedule the Trade Visit for any reason Invest NI reserves the right to cancel the Trade Visit and provide suitable alternative prizes of Invest NI's choosing to the competition winners.

Other Terms

17. By entering the competition, SMEs and participants acknowledge that they may be required to be used in or participate in publicity or public relations (PR) events without further consent or payment. Such publicity or PR events may include, without limitation, use of the SME's or participants name, corporate logos, or likeness, photographs and/or audio/video recordings being taken of the participant(s), biographical information being provided by the participants and/or any statement made by them concerning the competition or the prizes.
18. Invest NI shall not be liable to a participant or prize winner for any loss or damage howsoever caused, whether direct, indirect or consequential (whether in contract, tort or statutory duty or otherwise) arising out of or in connection with the competition or the prize other than death or personal injury caused by negligence or fraud of Invest NI or its personnel.
19. This competition and these Terms are governed exclusively by Northern Irish law. Any dispute arising out of or in connection with this competition shall be dealt with exclusively by the courts of Northern Ireland.

Privacy Statement

We respect your privacy rights. Invest NI only makes use of and processes your personal data (including your name, phone number, email address and any personal data contained within your entry) to the extent and for the time necessary to run the competition and as set out in the above Terms.

In particular, save as otherwise set out or contemplated within the Terms, we will not transfer your personal data to any third party or use/process said data for promotional or other purposes. If you are successful in the competition the data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA who work for us, or for one of the third parties involved in the Trade Visit. Such staff maybe engaged in, among other things, the provision of services to you as contemplated by these Terms. By submitting your personal data, you agree to this transfer, storing or processing. Invest NI will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with these Terms.

By participating in the competition you consent to processing of your data as described above.

If you have any queries about our privacy practices or this privacy statement please contact us at deborah.johnston@investni.com.