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## Nippon Export Award 2017 - 2018

### What is the Nippon Export Award?

The “Nippon Export Award” is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan, with the purpose to reward those companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

This award is aimed at enhancing the winner’s image in both Belgian-Luxembourg and Japanese markets, and is an incentive for the company, its staff, and its stakeholders.

The winning company will receive an award and is allowed to mention on all their documents: “Winner of the Nippon Export Award 2017-2018”. The use of Nippon Export Award’s logo will also be granted.

The winner will also benefit from:

1. Media attention: local media are invited to the special award reception and are encouraged to write articles on the ceremony
2. The possibility to invite guests/business contacts to the award ceremony
3. Special feature coverage on the BLCCJ website and SNS

The BLCCJ is asking the High Patronage of:

- H.E. Mr. Charles Michel, Prime Minister of Belgium
- H.E. Mr. Xavier Bettel, Prime Minister of Luxembourg

The BLCCJ also asked for the patronage of:

- Embassy of Belgium in Japan
- Embassy of Luxembourg in Japan
- Wallonia Export-Investment Agency (AWEX)
- Brussels Invest & Export (BI&E)
- Flanders Investment & Trade (FIT)
- Luxembourg Chamber of Commerce

Furthermore the Nippon Export Award is also supported by the Belgo-Luxembourg Market Council (BLMC).

## Where and when?

The deadline for the 2017-2018 edition is 31 August 2017 (Thu).

A first selection of 3 candidates will be made by the BLCCJ Organizing Committee in September and the final winner will be chosen by a professional jury in October.

The official announcement of the winner will take place during the annual BLCCJ gala ball in November, and will be confirmed at an award ceremony at the Belgian or Luxembourg Embassy before the end of the year.

## Conditions for Application

- The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.
- Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- Previous winners can reapply four years after their last participation with a different brand or service.
- Applicants do not need to be a BLCCJ member.
- Companies without representative office in Japan are also eligible.

## Selection Criteria

A pre-selection of 3 candidates will be made in September by the BLCCJ Organizing Committee. In October the candidates will be invited for a presentation in Tokyo in front of a jury, who will select the winning company. The winning company will be the one who has shown the greatest export achievements in its sector. The selection will be based on the following criteria:

- The presence in the Japanese market and the company significant achievement (either growth or size) in trade with Japan.
- Showing vision in new niche markets, daring innovation to embark on new opportunities.
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- Originality of approach (marketing, distribution, environment protection, design, research...)
- The company's spirit (marketing, merchandising...)

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Previous winners

Puratos Japan (2004), Frisk International NV (2005), Ecover NV (2006)

Sarnoff Europe NV (2007), Agfa-Gevaert Japan (2009)

Materialise Japan (2011), Godiva Japan (2013), UCB Japan (2015)