

# The Nippon Export Award 2021-2022

## Questionnaire for Official Candidacy

- Confidential -

### Conditions for Application

- The award is open to any SME or large 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 only 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.
- If you are not based in Tokyo and your company would be selected as a finalist, a remote presentation for the jury will be accepted.
- Note: For the purpose of this year's NEA selection, any impact - positive or negative - caused by COVID-19, will be taken into consideration in the evaluation.

### PART 1 (REGISTRATION)

**1. Name of Company + Address** (telephone, email, URL):

**2. Company headquarters + Address** (telephone, email, URL):

**3. If number 1 & 2 are the same, please mention your sales agents or representatives (if any) + Address (telephone, email, URL):**

**4. Core Business Activities:**

**5. Date of establishment of company in Japan (or start of business with Japan/Belgium-Luxembourg):**

**6. Number of Employees worldwide and in Japan:**

2019:

2020:

2021:

**7. Total turnover in Euro world wide and in Japan:**

2018:

2019:

2020:

**8. Growth Percentage of business between Belgium/Luxembourg – Japan over the last 3 years:**

**PART 2 (PRESENTATION)**

Supporting materials should be attached (powerpoint, PDF) – kindly avoid sending a general presentation but target it towards the below questions.

1. What was your most significant achievement in trade with Japan?
2. What was your initial vision (plan) and how did you approach it (strategy)?
3. What was the KSF (Key Success Factor) in your success?
4. What is your strong point or originality compared to your competitors?
5. What is your company's motto or spirit in marketing, merchandising etc?

**6. Did COVID-19 impact your business with Japan? if yes, please explain the impact and the countermeasures that were taken.**

**7. Free entry field**

By filling out this questionnaire and sending your presentation, your company registers itself for the Nippon Export Award 2021-2022. The BLCCJ reserves itself the right to reject a candidacy if the company's profile does not fit with the objectives of the Nippon Export Award. If necessary for the selection procedure, the BLCCJ will contact the candidate company for additional information. The BLCCJ ensures the absolute confidentiality of the above information.

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Applicant's name:

Title:

Company:

E-mail address:

Phone number:

**Questionnaire to be returned by Tuesday 31 August 2021 to the BLCCJ Office  
by e-mail: [info@blccj.or.jp](mailto:info@blccj.or.jp)**