

# Application Form for the Export Award 2021

Switzerland Global Enterprise's Export Award is presented annually to successful internationally active companies. All information in this application form will be treated confidentially.

More information on the Export Award is available at [s-ge.com/exportaward](https://s-ge.com/exportaward).

## 1. COMPANY INFORMATION

Company

Contact person

Position

Email

Telephone

Street, town/city

www

Year of foundation

Number of employees

Annual turnover (CHF)

Export share (%)

Share of value creation generated in Switzerland (%)

Significance of Switzerland as a business location for your company

## 2. GENERAL UNIQUE SELLING POINTS OF PRODUCTS/SERVICES

a. Description of the products/services you sell abroad and the activities you perform abroad

b. What USP and customer benefits make your products or services stand out? Have the products been specially adapted for the international market?

## 3. CHARACTERIZATION OF YOUR INTERNATIONAL BUSINESS

a. Target markets: two to five key international markets

Country (market)

Time of market entry

Turnover share of total export (%)

b. Characterization and concise description of business activities in the above-mentioned key international markets (max. 1,500 characters).  
How is your international business structured, how is it managed from Switzerland?

c. Have you entered into special partnerships? Which ones? (e.g. production, sales, procurement, etc.)

#### 4. POSITIONING OF THE COMPANY IN THE RELEVANT INTERNATIONAL MARKETS:

- a. How is your company positioned abroad (e.g., niche player, market leader, hidden champion)?
  
  
  
  
  
  
  
  
  
  
- b. What international competitive advantages do you have abroad and what USP do you highlight?
  
  
  
  
  
  
  
  
  
  
- c. What were your biggest challenges in competing in the relevant international market, and how did you master them?

#### 5. PERSUASIVENESS OF YOUR INTERNATIONALIZATION STRATEGY:

- a. Why, and based on which criteria, did you opt for your selected key markets? In which areas?
  
  
  
  
  
  
  
  
  
  
- b. What are the key focus areas of your internationalization strategy and how did you approach implementation?
  
  
  
  
  
  
  
  
  
  
- c. What are you particularly proud of with regard to developing the key markets?

#### 6. QUANTITATIVE PROOF OF SUCCESS

**Turnover: What total turnover have you achieved abroad to date, and what turnover do you expect in three years' time? (CHF)**

2018	2019	2020	In three years
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**Employees: How many of your employees are/were involved mainly in export activities and what is your forecast in this area for 2023? (MA)**

2018	2019	2020	In three years
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## 7. LONG-TERM FOCUS OF YOUR INTERNATIONALIZATION AND RISK MANAGEMENT

a. How will your expansion strategy develop?

b. What are your biggest international risks and how do you hedge them?

## 8. WHY SHOULD YOUR COMPANY WIN THE EXPORT AWARD?

Describe in a few sentences (max. 500 characters) why your company should win the Export Award 2021. Or send a video of about 60s in length containing your most convincing arguments to [ccavigelli@s-ge.com](mailto:ccavigelli@s-ge.com). The video can be recorded with a smartphone.

Place/date

First name/last name

### Declaration of consent.

We hereby apply for the Export Award 2021 and are available to answer any questions and provide further information (supplements). If our company is initially selected as a nominee, a representative of our company will personally present our company to the jury at the main selection on **February 24, 2021**. If selected for the final, a member of our company's management will take part in the award ceremony at the Aussenwirtschaftsforum on **April 22, 2021** and receive the prize. We acknowledge that our documents will be treated confidentially and not made accessible to third parties. By participating in the Export Award, I authorize the use of our company name, logo, photographs, video and audio recordings without direct financial compensation.

Please send the completed document by 22 January 2021 to:

Switzerland Global Enterprise  
Christine Cavigelli-Gantenbein  
Stampfenbachstrasse 85  
8006 Zurich

or by email to: [ccavigelli@s-ge.com](mailto:ccavigelli@s-ge.com)