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THE GERMANY TRADE & INVEST AWARD FOR INTERNATIONAL EXPANSION

Expansion strategy
Identifying opportunities
Remote business management
Stretching area of conventional trading

2

THE AWARD FOR INNOVATION

Idea generation
Creation, nurture and development of solutions
Effective commercialisation
Operational effectiveness

3

THE DIGITAL TECHNOLOGY AWARD

Operational performance
Workflow effectiveness
Customer experience management
Increased turnover

4

THE WORKPLACE & PEOPLE DEVELOPMENT AWARD

Employee engagement
Performance improvement
Employee empowerment
Overall employee happiness

5

THE CUSTOMER & MARKET ENGAGEMENT AWARD

Outstanding customer experience
Highly skilled employees
Leading edge technology and process
Ongoing performance improvement

11 AWARD CATEGORIES

● European Business Awards®

CORE PRINCIPLES BUSINESS SUCCESS • INNOVATION • ETHICS

In addition to the core principles, there are specific selection criteria for each category

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THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €0-25M

10

THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €26-150M

11

THE BUSINESS OF THE YEAR AWARD WITH TURNOVER €150M+

6

THE AWARD FOR GROWTH STRATEGY OF THE YEAR

Growth strategy
Levels of sales, profit and market share
New products and services
Development and expansion

7

THE SOCIAL RESPONSIBILITY & ENVIRONMENTAL AWARENESS AWARD

Exceeding legislative requirements
Transparent strategy
Anthropogenic damage prevention
Proactive improvement

8

THE INFLEXION EUROPEAN ENTREPRENEUR OF THE YEAR AWARD

Identification of market opportunity
Engagement and inspiration
Opportunity optimisation
Commercial outcome

Exceptional financial returns
Growth and innovation strategies
Market leadership
Delivery of consistent results