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Present

The 2021 AmCham-DHL Express Success   
& Innovation Awards

Silver sponsors

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**  
  
AMCHAM SUCCESS & INNOVATION AWARDS**

In 2000 the American Chamber of Commerce in New Zealand introduced these Awards to celebrate success and innovation in business relationships with the USA. This event has now become a highlight of our year and with trade between the two countries continuing to expand, we expect even more interest in these Awards.

The American Chamber of Commerce in New Zealand and DHL Express are pleased announce the launch of the 2021 Awards.

**THE CATEGORIES**

**1. IMPORTER OF THE YEAR FROM THE USA**

**2. EXPORTER OF THE YEAR TO THE USA — NZ$0 to NZ$1 Million**

**3. EXPORTER OF THE YEAR TO THE USA — NZ$1 Million to NZ$10 Million**

**4. EXPORTER OF THE YEAR TO THE USA — Over NZ$10 Million**

**5. BILATERAL CONNECTIONS AWARD**This award is for a person, group, or organization that has made significant contributions to strengthening ties between New Zealand and the United States. The contributions can have been made in any field that complements the deep political and economic ties between the two countries including education, science, research, culture, arts, sports and other sectors.

**6. INVESTOR OF THE YEAR TO OR FROM THE USA**

**One of the above winners will be selected to be the overall Supreme Award Winner.**

**7. AMCHAM SUPORTER OF THE YEAR**

**THE JUDGES:**

BRIDGET COATES, Chair, White Cloud Dairy Innovation Ltd  
JONATHAN REID, Executive Chairman & Co-Founder, VMG Ventures & Goat Ventures  
GAVIN HAWORTH, Head of Transaction Banking Commercial & Agri NZ, ANZ Bank  
SUE IRONSIDE, Director, Ironside McDonald Intellectual Property  
HAL JOSEPHSON, President, MediaSense Inc.  
MIKE RILEY, Managing Partner, Cress Global

**HOW DOES THE PROCESS WORK?**

1. 30 March entries open  
2. 29 May applications close  
3. 5 July Judges announce finalists  
4. Week of 26 July finalists interviewed by awards judges  
5. 26 August Awards dinner in Auckland or later depending on Government restrictions for COVID19.

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**THE CRITERIA**

The Judges will be looking for and evaluating the best examples of a passion for business success, a commitment to innovation, a demonstrated approach to developing marketing opportunities and a demonstrated commitment to corporate citizenship.

The judges will be looking for the following key information in your application:

» Business operations summary  
» Financial (track record and projections)  
» Commitment to innovation  
» Marketing and business sales strategies  
» Corporate citizenship  
» Resilience during the COVID19 pandemic   
  
Please ensure your application reflects these weightings and give priority to the appropriate sections. Your entry is not permitted to be more than 6 A4 pages. Arial font size 11 or greater.

Companies entering the competition are not expected to submit any details or data which would be considered proprietary in nature, however we do require key information on which to make our assessments ensures appropriate winners are determined and are prepared to sign confidentiality agreements with any entrant.

To the extent possible, it would be helpful to convey the financial health, general magnitude of the export or import sales volume; the resultant employment generation in New Zealand or the United States: - and, other factors which might describe the corporate citizenship roles of the firm.   
  
The small print

» Your entry (except for the announcement of the company name as finalist and/or winner) will remain confidential.  
» Finalists, once announced, will be required to submit a 60 second video outlining what the company/organisation or individual does and their relationship with the USA.  
» On the night, award winners will be expected to have 3–5-minute interview with our MC.  
» The judge’s decision is final. No correspondence will be entered into.  
» Judges are required to disclose any conflict of interest and will be excluded from the judging process where conflicts arise.  
» AmCham accepts no responsibility for your entry or any supporting material sent in with your entry and cannot guarantee their return.  
» Winners are responsible for any travel and accommodation costs.  
» Winners may be given the opportunity of providing a presentation on their company at an AmCham function to be held later in the year following the Awards dinner.  
» Winners agree to provide media partner interviews.

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**DOES MY BUSINESS QUALIFY?**

Your business is eligible to enter if you have traded goods, or provided services, education, intellectual property, royalties, etc. to or from the USA during the last 12 months from 1 June 2020. You do not have to be an AmCham member.

**HOW DO I ENTER?**

1. Complete this official entry form

2. Your entry should be Arial font, size 11 or greater and not be more than 6 A4 pages.

3. All applications should be emailed to awards@amcham.co.nz by 5.00pm 29 May 2021.

4. Finalists will be contacted to arrange a time to meet with the judges for an in-depth question session, either face to face or via video/Skype.

The awards will be presented at a dinner ceremony on 26th August 2021. Tickets cost $250 (inc. GST) each. Finalists from outside Auckland are responsible for their own travel and accommodation costs and arrangements to attend the Awards dinner.

If you have any questions, please contact:

Mike Hearn

Executive Director

American Chamber of Commerce in New Zealand Inc.

Tel: 09-309-9140 Mob: 021-707-506

Email: mike@amcham.co.nz

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**OFFICIAL ENTRY FORM**

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| **Full and correct name of entrant** |  |
| **Postal address** |  |
| **Telephone** |  |
| **Mobile** |  |
| **Email** |  |
| **Website** |  |
| **Contact Person** |  |
| **Title** |  |

**Category entered**

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| **Importer from the USA** |  |
| **Exporter to the USA under $1m** |  |
| **Exporter to the USA $1m to $10m** |  |
| **Exporter to the USA over $10m** |  |
| **Bilateral Connections with the USA** |  |
| **Investor to of from the USA** |  |

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| **Business operations summary** |
| *Please provide a precise description of your company’s value proposition, business operations including the target market and industry sector in which you compete.* |
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| **Financial (track record and projections)** |
| *Please provide general results of trading and business operations which clearly show your success (including sales and profitability/solvency statement) within the U.S. marketplace for the last 3 to 5 years and also projections for the next 1-2 years.*  *What are the current levels and trends in key measures and/or indicators of financial performance, including aggregate measures of financial return and or economic value, as appropriate?*  *What are the current levels and trends in key business measures and/or indicators of marketplace performance, including market share/position, business growth and new markets entered, as appropriate?* |
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| **Commitment to innovation** |
| *Please identify specific initiatives your company has taken that stand out in your field as truly innovative and give examples of how this innovation has translated into customer benefit and business success.*  *How does the company search for new product/process innovation?*  *How does the company assess an opportunity to innovate?*  *How does the company implement and pursue innovation opportunities?*  *Does this innovation change the rules of play that the organisation is involved in?*  *Is innovative thinking embedded into the culture of the organisation?*  *Is innovation a one off or is it a repeatable exercise in this organisation?* |
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| **Marketing and business sales strategies** |
| *Please outline your company’s Marketing & Sales Strategies and how these have led to business successes within the U.S. marketplace.*  *How do you determine or target customers, customer groups and/or market segments?*  *How does the company listen & learn to determine key needs & drivers of purchase decisions for current, former & potential customers?*  *How does the company determine and/or project key product/service features and their relative importance/value to customers for the purposes of current and future marketing, product planning, and other business developments?*  *What process, measurement methods, and data do you use to determine customer satisfaction and dissatisfaction?*  *How do you follow up with customers on products/services & recent transactions to receive prompt & actionable feedback?*  *How do you obtain and use information on customer satisfaction relative to competitors and/or benchmarks?* |
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| **Commitment to sustainability and social impact** | | |
| *Please outline how your company has demonstrated a commitment to corporate citizenship (aligned to community need and interests) through contributing to community needs and interests.*  *How do you address the impacts on society of your products, services and operations?*  *How do you anticipate and address public concerns with current and future products, services and operations?*  *How does the organisation, your senior leaders, and your employees actively support and strengthen your key communities?*  *How do you seek input from employees and their supervisors/managers on educational and training needs, expectations and design?*  *How do you enhance your employees work climate via health and safety practices, services, benefits and policies?*  *How do you determine key factors that affect employee well being, satisfaction and motivation?* | | |
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| **Final comments** |
| *If there are any additional comments you would like to make regarding your award entry, (e.g. explanatory notes to the judges, links to online videos, publications or files referred to earlier) please include them here.* |
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