National Export Awards- Promoting Export Impact for Good?
INTRODUCTION

• Established in 1998 by a resolution of the Council of Ministers

Conceived:
• to prize the commercialization management
• to show the best commercial practices
• to serve as a reference to the rest of the exporting companies.
Features

• The Award is delivered by the Ministry of Foreign Trade of Cuba, assisted by the CEPEC
• Government finance the entire program, it is not done by means of sponsorship.

• Main requirements to win:
  • To growth on exports
  • Products and markets diversification;
  • To meet aspects declared on the commercial strategy
  • Meeting international standards; having neither rejects nor claims the precedent year;
  • Having a reasonable accounting.
Awards categories

– Companies with an export plan of goods up to 2 MM pesos.
– Companies with an export plan of goods between 2 MM pesos and up to 15 MM pesos.
– Companies with an export plan of goods between 15 MM pesos and up to 50 MM pesos.
– Companies with an export plan of goods over 50 MM pesos.
– A Company Exporting Professional Services.
What does the national export awards programme means for you as a TPO?

• It is a hard process developed during 4 month requiring the participation of every one at CEPEC meaning the strength of team work
What capacity requirements does CEPEC need to successfully manage the programme?

• Develop organization capacity
• Improve influence on the entrepreneur sector.
• Win access to mass media and develop communication capacity.
• Review and introduce modifications when necessary to maintain motivation
How is given visibility to our awards programme?

The process start with a press conference calling to participate in the Award Programme.

The request and forms to participate are sent to all sector associations and Chamber of Commerce.

A permanent relation with mass media communication system is established to inform the Award progress.
How is measured the performance of the programme?

By objectives fulfillment

Number of companies participating on the programme each year.

Number of companies on the benchmarking programme learning from the winners.
THANK YOU VERY MUCH