



2010 Governor's Awards Criteria

Overview

- World Trade Success Awards are presented annually at the Kentucky world trade center's annual luncheon event. The awards cover four categories (agriculture, manufacturing, service and international trade services) to companies demonstrating outstanding success in international business.
- The KWTC Awards Committee will be responsible for nominating companies for consideration.
- Awards committee members must present a case for companies they recommend, including as much quantitative and qualitative information as possible.
- The cases can be drawn from strategies and experiences over several years, or they can describe a single event within the last calendar year.
- Winners will be announced prior to the annual World Trade Success Awards Luncheon.

Evaluation Criteria

- 1) Business case illustrating success through outstanding commitment to, and performance in, international trade.
- 2) Evidence of executive management and organization-wide commitment to international business.
- 3) Uniqueness and creativity of international strategy/plan.
- 4) Overall contribution to local community or to the cause of world trade.

Eligibility

- 1) Any manufacturing, agricultural, service or international trade services company active in international business and located in the membership territory of the Kentucky World Trade Center (Kentucky, Southern Ohio, Southern Indiana) is eligible. Neither company size nor KWTC membership is a factor in winning.
- 2) Previous World Trade Success Award winners are ineligible for nomination.
- 3) Winners must agree to send a representative to the World Trade Success Awards Luncheon on September 1, 2010 at the Marriott Griffin Gate in Lexington.
- 4) Winners agree to allow media coverage of their summarized story (NOT including any proprietary data, if desired).