

# Category Criteria

## Manufacturing Champion

**For businesses who manufacture products.**

For businesses of all sizes within the manufacturing sector. As an entrant they must show their contribution and advancement in their field, including efforts to diversify their offering or engage with new markets. They must also demonstrate how they have met the challenges of inflation, energy costs, increases in raw material prices, and the impact of investments in the business as we enter the next chapter of the region's industrial history.

### Entrants must:

- **Industry Contribution & Innovation** – Demonstrate how their business has advanced within the manufacturing sector, including innovations, improvements, or leadership in their field.
- **Market Expansion & Adaptability** – Showcase efforts to diversify offerings, enter new markets, and successfully navigate challenges to build on our region's industrial history.
- **Investment & Future Growth** – Highlight strategic investments made in the business and their impact on long-term growth, efficiency, productivity and sustainability in the evolving industrial landscape.
- Include any other work their organisation undertakes to realise its ambitions.