

# Category Criteria

## International Trade

**For businesses that export goods across international borders.**

For businesses of all sizes and in all sectors, with sound financial management they will excel as an exporter or in assisting others to export goods or services across international borders. Working to a strategic vision, they have developed their markets and overcome issues such as Brexit changes and CBAM to build on our region's exporting heritage.

### Entrants must:

- **Export Excellence & Market Development** – Demonstrate success in exporting goods or services or supporting others in international trade, showcasing market growth and global impact.
- **Strategic Vision & Adaptability** – Think about their strategic vision and highlight how their business has navigated challenges, to build on our region's heritage of strong relationships with international partners and customers.
- **Financial Stability & Regional Contribution** – Show sound financial management and how their export success contributes to the region's economic growth and global reputation.
- Include any other work their organisation undertakes to realise its ambitions.