



Appendix A

2020 New Brunswick Export Award Descriptions

Exporter of the Year – under \$5 million in export sales

Recognizes companies for all around excellence in export. The successful company should have export sales **under \$5 million** and show such things as; a significant increase in export sales over previous years, market diversification, new product development, innovation.

Exporter of the Year – over \$5 million in export sales

Recognizes companies for all around excellence in export. The successful company should have export sales **over \$5 million** and show such things as; a significant increase in export sales over previous years, market diversification, new product development, innovation.

Innovative Exporter of the Year

Recognizes companies who have successfully employed innovative marketing techniques, for example, social media techniques, to expand their export markets and/or companies whose products/services are cutting edge in terms of innovation.

Global Diversification Award

Recognizes companies who have opened new markets outside of Canada and the US. This award is based upon the opening of non-traditional North American markets.

Emerging Exporter of the Year

Recognizes companies who are new to export within the past 5 years (began to export no earlier than 2015). Companies will be judged upon such criteria as volume of export sales; level of difficulty associated with entering the market; novel approaches taken; new products/services developed specifically for the export market, etc.

(Please note: Judges may revise category selection.)