



Nippon Export Award 2015 - 2016

What is the Nippon Export Award?

The “Nippon Export Award” is an initiative of the Belgian-Luxembourg Chamber of Commerce in Japan, with the purpose to reward those companies that have made significant achievements in exporting to Japan, importing into Japan, or distributing within Japan, Belgian-Luxembourg products or services.

This award is aimed at enhancing the winner’s image in both Belgian-Luxembourg and Japanese markets, and is an incentive for its staff.

The winning company will receive an award and is allowed to mention on all their documents: “Winner of the Nippon Export Award 2015-2016”. The use of Nippon Export Award’s logo will also be granted.

The winner will also benefit from:

1. Media attention: local media are invited to the special Award reception and encouraged to write articles on the ceremony
2. Press releases sent to the Japanese and Belgian-Luxembourg press
3. The possibility of inviting their own guests/business contacts to the Award ceremony
4. Special feature coverage on the BLCCJ website and SNS

The BLCCJ has received the High Patronage of:

- H.E. Mr. Charles Michel, Prime Minister of Belgium
- H.E. Mr. Xavier Bettel, Prime Minister of Luxembourg

The BLCCJ also asked for the patronage of:

- Embassy of Belgium in Japan
- Embassy of Luxembourg in Japan
- Luxembourg Chamber of Commerce
- Belgo-Luxembourg Market Council (BLMC)
- Agence wallonne à l'Exportation et aux Investissements étrangers (AWEX)
- Brussels Invest & Export
- Flanders Investment & Trade (FIT)

Where and when?

The winner of the 8th edition of the Nippon Export Award will be announced during a special award ceremony at the Belgian or Luxembourg Embassy in Tokyo around December 2015.

Conditions for Application

- The award is open to any company exporting to Japan, importing into Japan or distributing within Japan, Belgian-Luxembourg products/services.
- Companies must have been actively exporting to Japan, importing into Japan or distributing within Japan for a minimum of 3 years.
- Companies without representative office in Japan are also eligible
- Previous winners can only reapply four years after their last participation.

Selection Criteria

A pre-selection of 3 candidates will be made in September by the BLCCJ Organizing Committee. In October the candidates will be invited for a presentation in Tokyo in front of a jury, who will appoint the winning company. The winning company will be the one who has shown the greatest export achievements in its sector. The selection will be based on the following criteria:

- The presence in the Japanese market and the company significant achievement (either growth or size) in trade with Japan.
- Showing vision in new niche markets, daring innovation to embark on new opportunities.
- Perseverance in the conquest of the market, adaptation of the products and services to the Japanese taste and standards.
- Originality of approach (marketing, distribution, environment protection, design, research...)
- The company's spirit (marketing, merchandising...)

For more information please contact the BLCCJ office: info@blccj.or.jp

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Previous winners

Puratos Japan (2004), Frisk International NV (2005), Ecover NV (2006)
Sarnoff Europe NV (2007), Agfa-Gevaert Japan (2009)
Materialise Japan (2011), Godiva Japan (2013)