



## Nippon Export Award 2021 - 2022

### 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 SMEs or large 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 the company, its staff, and its stakeholders.

The winning company will receive an award and is allowed to mention on all their documents: “Winner of the Nippon Export Award 2021-2022”. The use of the Nippon Export Award logo will also be granted.

The winner will also benefit from:

1. The possibility to invite guests/business contacts to the Award ceremony
2. Media attention: local media are invited to the award ceremony and encouraged to write articles on the Nippon Export Award and its recipient
3. Special feature coverage on the BLCCJ website and social media

The BLCCJ is asking for the High Patronage of:

- H.E. Mr. Alexander De Croo, 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
- Flanders Investment & Trade (FIT)
- Brussels Invest & Export (BI&E)
- Wallonia Export-Investment Agency (AWEX)
- Luxembourg Chamber of Commerce



Furthermore the Nippon Export Award is also supported by the Belgo-Luxembourg Market Council (BLMC).

## Where and when?

Application deadline: 31 August 2021 (Tue.)

In September the BLCCJ NEA Taskforce will select 3 finalists who will be invited to make a presentation for a professional jury in October. Companies not based in Tokyo can opt for a remote presentation via Zoom or other digital platform.

The winner will be commemorated with an award ceremony at the Belgian or Luxembourg Embassy before the end of the year. The winner will also be announced at the annual BLCCJ gala ball on 5 November 2021 at Conrad Tokyo.

## 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.
- Previous winners can reapply four years after their last participation with a different brand or service.
- Applicants do not need to be a BLCCJ member.
- Companies without representative office in Japan are also eligible.

## Selection Criteria

The winning company will have shown outstanding export achievements.

The selection criteria are:

- The presence in the Japanese market and the company's 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...)
- Note: for the purpose of this year's NEA selection, any impact -positive or negative- caused by COVID-19, will be taken into consideration in the evaluation.

For more information please contact the BLCCJ office: [info@blccj.or.jp](mailto: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), UCB Japan (2015), Eurasia Trading (2017), Grunberger Diamonds Japan (2019)