

A. OVERALL AWARDS

1. EXPORTER OF THE YEAR

This award will be given to the best individual company for its export excellence.

Evaluation Criteria

1. Export Turnover
2. Export Proceed Repatriation
3. Net Foreign Exchange Earnings
4. Market Diversification
5. Product Diversification
6. Globally Outreached Sri Lankan Brands
7. Employment Providing in the Export Industry
8. Contribution to the Sustainable Development in Export Industry
9. Contribution from the Regions to the Export Supply Chain
10. Innovations/Research and Development Efforts

2. NET FOREIGN EXCHANGE EARNER OF THE YEAR

This award is presented to the exporter who has recorded highest net foreign exchange earnings in the PEA year.

Evaluation Criteria

- Net Foreign Exchange Earnings (NFEE)

NFEE = FOB Value of Exports - [(Imported Inputs + locally purchased imported inputs) + Energy Consumed for manufacture & Export (25% of foreign component of cost electricity and 60% foreign component of cost of fuel) + Depreciation of imported capital goods + Repatriation of Profits + Salary/Payments in foreign currency for consultant/s, Royalty Payments etc.].

- Export Proceed Repatriation

3. GLOBALLY OUTREACHED SRI LANKAN BRAND OF THE YEAR

This Award is to recognize the highest efforts and achievements of Sri Lankan registered indigenous Brands in the overseas markets.

Evaluation Criteria

- Geographical coverage (No. of markets) of the brand (Market will be considered if exports are over USD 100,000)
- Export revenue earned for the Brand in the PEA year as certified by the Company Auditors
- Export Proceed Repatriation
- Growth in export revenue of the brand

4. MARKET DIVERSIFIED EXPORTER OF THE YEAR

This award is to recognize the market diversification efforts of the exporters and awarded to the exporter who has accessed the highest number of export markets.

Evaluation Criteria

- No. of export markets (export turnover from each market should be equal or greater than USD 100,000)
- No. of new markets entered during the PEA year
- Export Proceed Repatriation
- Growth of the export revenue

5. BEST EXPORTER IN PRODUCT DIVERSIFICATION

This award is to recognize the product diversification and this is awarded to the exporter who has highest no. of diversified product categories.

Evaluation Criteria

- Export turnover generated from the New Product Categories (at HS 6-digit level) during PEA year
- No. of product categories (HS 6-digit level) exported (each Product category should generate export value equal or greater than USD 100,000)
- Export Turnover
- Export Proceed Repatriation
- Growth of the export revenue

6. BEST VALUE-ADDED EXPORTER OF THE YEAR

This Award is presented to recognize the best value added exporting company in the PEA year.

Evaluation Criteria

- Value addition as a percentage of export turnover
- Export Proceed Repatriation
- Export turnover
- Growth of the export revenue

7. CONTRIBUTOR TO SUSTAINABLE DEVELOPMENT IN EXPORT INDUSTRY

This award is presented to the exporter with highest sustainable development initiatives in the PEA year.

Evaluation Criteria

- **Economic Indicators**
 - Export earnings
 - Export Proceed Repatriation
 - Profitability
 - Productivity
 - Innovation
 - Employment Generation
- **Social Indicators**
 - Targeting group
 - Social Standards for Employees
 - Safe and convenient working Environment
 - Shared value or corporate social Responsibility
- **Environmental Indicators**
 - Energy Sustainability
 - Integrate Sustainability information into reporting cycle
 - Reduce waste Generation through prevention reduction recycling and reuse
 - Water use efficiency
 - Carbon offsetting

Note: Short-listed applicants will be interviewed by the Sustainable Development Council of Sri Lanka.

8. INNOVATIVE EXPORT PRODUCT OF THE YEAR

This award to recognize innovations and R&D efforts in export companies to produce new/innovative product targeting export market.

Evaluation Criteria

- **The novel, superior or unique feature/s of the product**
 - Novelty or Improvement or Modification of the product
 - Applied advance technology
 - Product scalability and adoptability for the export market
- **R & D contribution for the product.**
 - High-end technologies used to develop this product
 - R&D effort taken to make the product eco-friendly

- **Action taken to protect and safeguard the innovations in the export market**
 - Details of the obtained intellectual property right (Patent /Trademark/Industrial Design/ Trade -Secret) **for the specific product**
 - Applied / registered IPR in more than one country
- **Sustainability feature of the product? any certifications?**
 - Degree of Circular economy concept utilized
 - Impact to Social & environmental sustainability
- **Quality and regulatory compliance**
 - Product quality (relevant certificate and documents)
- **Export turnover for the specific product**

Note: Short-listed applicants will be interviewed by the PEA Panel of Judges.

9. INNOVATIVE EXPORT SERVICE OF THE YEAR

This award to recognize innovations and R&D efforts in export companies to produce new/innovative service targeting export market.

Evaluation Criteria

- **The novel, superior or unique feature/s of the Service**
 - Novelty or Improvement or Modification of the service
 - Applied advance technology or methodologies
 - Service scalability and adoptability for the export market
- **Quality and regulatory compliance**
 - Service quality (relevant certificate and documents)
 - Client testimonials or feedback on service performance and reliability
 - Adherence to international regulations and standards
- **Sustainability feature of the service**
 - Environmental impact
 - Adherence to ethical standards
- **Action taken to protect and safeguard the innovation in the export market**
 - Details of the obtained intellectual property right (Patent /Trademark/ Trade -Secret, Copyright) for the **specific service**
 - Applied / registered IPR in more than one country

- **Partnerships**
 - Strategic alliances that enhance service delivery and support
- **Export turnover for the specific service**

Note: Short-listed applicants will be interviewed by the PEA Panel of Judges.

10. CONTRIBUTOR FROM THE REGIONS TO THE EXPORT SUPPLY CHAIN

This award is to encourage setting up export led-supply/ industrial/economic activities/farmer or producer clusters and providing employment to rural mass at regional level. To qualify for this award, the applicant should establish export led supply/ industrial/economic activities/ farmer or producer clusters other than Western Province (Colombo, Gampaha and Kalutara).

Evaluation Criteria

- Setting up of Production Facilities & providing employment to rural mass
- Setting up of Subcontracting Centers & providing employment to rural mass
- Setting up of supply chain communities & providing employment to rural mass

11. BEST PERFORMING EXPORTER IN EMERGING MARKETS

This award will be presented to the best company that has entered following emerging markets.

Emerging markets:

India, Philippines, Indonesia, Kazakhstan, China, Vietnam, Malaysia, Saudi Arabia, Egypt, Iran, Thailand, Türkiye, Mexico, Russia, Brazil, South Africa, Argentina, Nigeria (World Economic Outlook and Euro monitor 2024/25)

Evaluation Criteria

- Export Turnover from the emerging markets
- No. of emerging markets (Market will be considered if exports are over USD 100,000)
- Share of exports to the Emerging markets

12. WOMAN EXPORTER OF THE YEAR

This award is to encourage and recognize woman entrepreneurs' contribution in national export development drive and also to enhance women's full & effective participation in leadership. This award will be applicable only to woman exporters and companies which holds majority of shares by a woman and a woman -led company.

Companies with at least 50% ownership by women will be eligible for consideration during the initial screening process.

Evaluation Criteria

- Leadership – (Role and the active participation in the business)
- Ownership
- Export Turnover
- Export Proceed Repatriation
- Employment opportunities provided
- Growth of the export revenue

Note: Short-listed applicants will be interviewed by the PEA Panel of Judges.

13. EMERGING EXPORTER OF THE YEAR

This award is to recognize the best exporter who was small and mid-size enterprises (SME) exporter for the past years and become large-scale exporter during the PEA year.

For the PEA 2024/25 Applicants; The Annual Export Turnover should be less than or equal USD 3.36 Mn* (Rs. 1 Bn) for the past years and should be greater than USD 3.36 Mn in the PEA year

** Average Exchange Rate of USD during the PEA financial year has been considered*

Evaluation Criteria

- Export turnover
- Export Proceed Repatriation
- No. of employment provided
- Market Diversification
- Product Diversification
- Value addition
- Growth of the export revenue

14. BEST SME EXPORTER OF THE YEAR-PRODUCT SECTOR

This award is presented to recognize small and medium-sized enterprise (SMEs) that has demonstrated outstanding performance in exporting tangible products.

For the PEA 2024/25 Applicants; Annual Export turnover of the SME should be less than or equal USD 3.36 Mn* for the past years and the No. of employees should be less than or equal 200 for Product/service Sector companies.

** Average Exchange Rate of USD during the PEA financial year has been considered*

Evaluation Criteria

- Export turnover
- Export Proceed Repatriation
- No. of employment provided

EVALUATION CRITERIA FOR PRESIDENTIAL EXPORT AWARDS (PEA) FOR THE FINANCIAL YEARS 2024/25

- Market Diversification
- Product Diversification
- Value addition
- Growth of the export revenue

15. BEST SME EXPORTER OF THE YEAR -SERVICE SECTOR

This award is presented to recognize small and medium-sized enterprise (SMEs) that has excelled in delivering high-value services to international clients.

For the PEA 2024/25 Applicants; Annual Export turnover of the SME should be less than or equal USD 3.36 Mn* for the past years and the No. of employees should be less than or equal 200 for Product/service Sector companies.

** Average Exchange Rate of USD during the PEA financial year has been considered*

Evaluation Criteria

- Export turnover
- Export Proceed Repatriation
- No. of employment provided
- Market Diversification
- Product Diversification
- Value addition
- Growth of the export revenue

B. PRODUCTS AND SERVICES SECTOR AWARDS

Products and services sector awards will be presented to the exporters who achieved the highest score within the sector in each Product & Services Sectors.

Evaluation Criteria for Product Sector Awards

- Export turnover
- Export Proceed Repatriation
- Market diversification
- Environmental Sustainability and Corporate Social Responsibility
- No. of employment provided
- Value addition
- Growth of the export revenue

Evaluation Criteria for Service Sector Awards

- Export turnover
- Export Proceed Repatriation
- Market diversification
- Environmental Sustainability and Corporate Social Responsibility

EVALUATION CRITERIA FOR PRESIDENTIAL EXPORT AWARDS (PEA)
FOR THE FINANCIAL YEARS 2024/25

- No. of local employment provided
- Value addition
- Growth of the export revenue