

Best Practices for Writing Your NJITA Nomination



New Jersey International Trade Awards

The goal of the NJ International Trade Awards (NJITA) is to recognize and honor New Jersey companies that have worked diligently to expand their exporting efforts. Winners of the award in previous years may have accomplished this by penetrating new markets or by increasing their presence in existing markets – or by embracing both growth strategies! By doing so they have contributed to the creation of new jobs while subsequently improving and enhancing the New Jersey economic landscape. In your application, we want to hear your story of how your company got to where it is **through exporting**. This guide was designed to give tips and suggestions for your application.

Nomination and Judging Timeline

November 11th: application goes live

February 21st: application closes

March 1st: first round of judging, finalists selected and called for additional questions

March 14th: last round of judging featuring a panel of NJ business community leaders

March 17th: winners announced

May 13th: NJITA takes place

Award Categories

- **Exporter of the Year:** Awarded to a New Jersey company that has grown its exports and made exporting a cornerstone of its business.
- **Service Exporter of the Year:** Awarded to a New Jersey company that is successfully exporting services. *Examples include, but are not limited to, architectural, engineering, legal, financial, construction, accounting, and consulting services sold to international buyers. In addition, education (foreign students studying in NJ) and travel & tourism (international visitors to NJ) are also considered service exports.*
- **New Exporter of the Year:** Awarded to a New Jersey company that has begun exporting products or services within the last two years.
- **Minority Owned/Diverse Exporter of the Year:** Awarded to a New Jersey company that is successfully exporting, whose owners or senior leaders and managers represent an underserved business community, which is defined as African American/Black, Asian American, Hispanic American, Native American, Veteran and Service-Disabled, Woman, or LGBTQI+.

Writing Your Nomination

Whether you are writing your own nomination or nominating a company you believe deserves to win, the judges are looking for a compelling story and examples of why your company is exemplary. Giving thought to each response and writing in full, detailed sentences goes a long way in

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showcasing your company. We only know what you include in your application, so fill it with examples and make sure the judges know what product or service you are selling. If you sell a product or service that is particularly challenging to export for whatever reason (i.e. price volatility, perishable or bulky in transport, challenging to translate), let us know! We want to be impressed. You are welcome to apply for more than one award category and will be judged separately in each category.

We are looking for companies that stand out from all the rest, whether that shows through

- a persistent drive to expand business growth through exports
- problem solving in approach to selling to difficult markets or exporting
- finding innovative sales solutions or marketing techniques to sell to new audiences
- a dedicated management team willing to put resources, time, and care into international expansion
- demonstrating a wide leverage of resources and partnerships to identify opportunities
- a compelling story of how you grew your business internationally
- challenges in exporting you overcame to get to where you are now
- the positive impact exporting has had on your company, through hiring or expansion, etc.

If you are applying for the New Exporter of the Year Award, some ways you could impress could be by showcasing

- ways you collected resources to make the process of exporting for the first time less daunting
- how you dedicated time and resources into shifting your business internationally
- challenges you overcame while learning how to export

If you are applying for the Service Exporter of the Year Award

- make sure the judges understand what exactly your service entails, and how it brings foreign dollars into New Jersey
- highlight the unique challenges working internationally brings your company and how you addressed them, like setting up a foreign branch office or tailoring your material for different cultural preferences and language barriers

Regardless of whether you are applying for the Exporter, Service Exporter, Minority/Diverse Exporter, or New Exporter of the Year, do not think your company is too small to apply. Focus on describing your strategic decisions to grow your business through exports, and the impact exporting has had, and you'll be sure to impress!

Apply for the Awards Here!

[Click Here](#)

Questions?

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