



THEME: UPSCALING EXCELLENCE IN TRADE FACILITATION

AWARD CATEGORIES AND JUDGING CRITERIA

INTRODUCTION

Kenya Trade Awards and Conference (KTAC) is an annual event that seeks to identify, recognize and celebrate outstanding achievements and contributions in the trade facilitation industry. KTAC is open to private business enterprises, associations, non-governmental organizations, and government institutions operating within the East Africa region. It is organized by Think Business Limited in collaboration with the Ministry of Trade, Investment, and Industry. KTAC is seeking partnership with institutions keen on improving trade facilitation industry within the East Africa Community to enhance the region's competitiveness to propel this noble cause.

Targeted participants include Micro Small Medium Enterprises (MSMEs), large institutions and individuals in the trade facilitation industry such shipping, logistics, container freight station, clearing and forwarding companies, road, sea and air transport, financial institutions like banks and insurers, manufacturer, importers and exporters among other.

The event seeks to encourage best practices, growth, compliance and excellent service delivery in the trade facilitation industry. It also has a category for media houses /practitioners who have demonstrated excellence in reporting and creating awareness in the trade facilitation industry.

This is an excellent opportunity for the organizations to showcase their expertise among your contemporaries and encourage others to follow their lead on running a successful organization which focuses on industry needs.

1. OBJECTIVES OF KTAC

Participation in the KTAC will highlight the achievements of the participating institution as well as the opportunity to share the best practices in trade facilitation. Information from winning institutions will be shared with experts, practitioners, government, and other stakeholders. Whether an organization wins an award or is nominated for the shortlist, the information can be used for marketing and publicity to demonstrate its effectiveness to policymakers and increase influence with stakeholders or assist gaining the resources or support required. Specific objectives of KTAC are highlighted below:

- To reward organizations or individuals that have played a defining role in moving the industry forward and demonstrated achievement across a wide variety of domains including sustainability, operational excellence and innovation among others.



- To provide a platform for stakeholders to nurture new business relationships by bringing together key decision makers as well as influential players in the industry.
- To highlight excellence that companies in trade facilitation have reached and the investments these businesses have made in improving their efficiency.
- To build a culture of excellence and benchmark best practices in the industry
- To create platform that allows the industry to commend and encourage others to replicate good practices

Judging Process Overview

The judging process and criteria will consider best practice as well as regulatory and industry obligations and benchmarks.

- The awards are divided into two categories. Category A is open to organization while Category B is open to Individuals. Nominations for Category B must be done by by organizations, stakeholders or association. Self-nominations are not permitted.
- Judges will consider the structure, presentation, and clarity of each entry. Entries should not exceed 1000 words in total and should relate to work undertaken between January 2020 – December 2022
- The panel of judges will contact entrants directly for any additional information they might need to help them in the judging process. Where necessary, the judges might visit the organization for verification purposes.
- A research-based method of assessment has been put in place to ensure that the award process is objective, valid and full proof.
- A customer satisfaction survey to interview industry stakeholders will be conducted to assist with the judging process.
- All information provided in the entry will remain confidential to the judges. In all categories the judges will be looking for a concise, relevant and interesting narratives that illustrates originality and a substantive participation in the evolving trade facilitation industry.
- Images submitted as part of entries, including photos, may be used in connection with the Awards presentation and Judges' reports.
- PKF East Africa, a respected audit firm, will be the 2023 judging process partners. They will oversee and audit the entire judging process including the selection of judges and verification of entry documents. Entries will open on **Monday 11th September, 2023 and will close on Monday 9th October, 2023.**
- All entries must be submitted on the **ThinkAwards** portal <https://uat.craftsilicon.com/KtacAwards/> accessible to those accredited or through the KTCA website <https://thinkbusinessafrica.com/trade/>
- Award Winners will be announced at the Awards Gala Night.



Eligibility:

- Entries are open to all stakeholders in the trade facilitation industry.
- Entries must be for initiatives /programs/projects that have been implemented between January 2020 – December 2022.
- Each award category has its eligibility criteria. Kindly refer to it to ensure you are entering the most appropriate categories.
- The judges reserve the right to amend the judging criteria, change the maximum allocated score for any criteria, accept or reject entries.

Submission Guidelines:

- Log on to our awards website <https://thinkbusinessafrica.com/trade/> Click on the submit entry link which will take you to our new awards platform Think Awards.
- You can enter more than one category.
- Fill in the entry slots with the required information. Note that each slot has a specified number of characters that should not be exceeded.
- Each category has its own judging criteria and parameters. Ensure that you provide information for each parameter as indicated in each award category.
- Pay attention to the maximum score awarded for each parameter.
- Attach relevant reference/supporting details including photos, videos as well as customer testimonials where applicable and available.
- If measurable targets were achieved, it is important to provide that evidence, i.e what the target was, if and how it was achieved.

N/B All information contained in your entries remain confidential and will only be used for the intended purpose of the awards and will not be released to any third parties without prior consent of the entrant.



AWARD CATEGORIES

PART A : ORGANIZATION CATEGORIES

1. CUSTOMER EXPERIENCE AWARD (PRIVATE SECTOR)

Eligibility:

Private Sector Institutions

Citation:

This award category recognizes the private organization that has demonstrated professionalism, high - level customer service concepts by applying improvement tools to help deliver services. Judges will be looking for how the organization has aligned with customer expectations, problem solving and innovation. They will also look for explanations of how the organization has put customers at the core of what they do. Customer service innovations and customer satisfaction surveys will also be conducted.

Entries for **Customer Experience Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Demonstration of customer service and experience culture	10%
Cost and time savings for end customers	10%
Innovation and application of technology in customer experience	20%
Handling of dissatisfied customers and complaints	10%
Strategy to improve the customer's experience.	10%
Customer Satisfaction rating (conducted by Infotrak)	20%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%



2. CUSTOMER EXPERIENCE AWARD (PUBLIC SECTOR)

Eligibility:

Government Agency involved in trade facilitation/logistics.

Citation:

This award category recognizes the government agency that has demonstrated professionalism, high - level customer service concepts by applying improvement tools to help deliver services. Judges will be looking for how the organization has aligned with customer expectations, problem solving and innovation. They will also look for explanations of how the organization has put customers at the core of what they do. Customer service innovations and customer satisfaction surveys will also be conducted.

Entries for **Customer Experience Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Demonstration of customer service and experience culture	10%
Cost and time savings for end customers	10%
Innovation and application of technology in customer experience	20%
Handling of dissatisfied customers and complaints	10%
Strategy to improve the customer's experience.	10%
Customer Satisfaction rating (conducted by Infotrak)	20%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%

3. SHIPPING LINE AWARD

Eligibility:

Shipping Lines under the following categories:

Citation:

This award category recognizes the shipping line that has demonstrated excellence in shipping large quantities of goods in an affordable, fast, and efficient way that has had significant effect or transformation in trade facilitation industry. Judges will be looking for explanations of how the transformation or effect was achieved, including the rationale for it. They will also assess any investments committed and explore the company's plans to build on its achievement.



Entries for the **Shipping Line Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Volumes handled and growth (2020 -2021 / 2021 – 2022) figures /percentages.	20%
Global/ regional presence	10%
On-Time /schedule performance record	20%
Information sharing such as shipment status, location data/real time tracking	10%
Customer satisfaction survey index/ Customer feedback	20%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%

4. FINANCIAL SERVICES AWARD

Eligibility:

Financial Services providers

Citation:

This award category recognizes the financial institution that has provided the most comprehensive, competitive, and efficient service to the trade facilitation industry or players. The institution should have provided financial solutions, advice, investment support for huge projects or programs in the trade facilitation industry such to finance cargo clearing and forwarding, construction investing in the shipping and maritime markets . The judges will be looking for evidence of the positive impact made to the industry or customers.

Entries for **Financial Services Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Volumes (Value) of trade facilitation related transactions	20%
Promptness in facilitating payments and service delivery	20%
Compliment of services provided, advisory e.t.c	20%
Technology infrastructure employed	10%
Accessibility of Services	10%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%



5. TRADE EVENT AWARD

Eligibility:

All institutions

Citation:

This award category recognizes the outstanding trade facilitation event that was organized by the entrant. The event could be physical, online or hybrid. The judges will be looking at the relevance of the event to trade facilitation, level of participation, attendance, participants experience and feedback, innovations, program content and contribution or value addition that the event has made to the industry.

Entries for **Trade Event Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
How the event supported the organization and industry goals	20%
Full budget of the event and financial returns	20%
Use of technology	10%
Venue, program, participants attendance list, feedback and report	30%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

6. TRADE PUBLICATION AWARD

Eligibility:

Published and circulated trade related publications

Citation:

This award category recognizes the publication produced by an association, organization or on behalf of an organization, which engages and serves the needs of trade industry and is both informative and educative. The publication, which may be online or printed, should be appropriate for its purpose and promote the trade sector. The judges will be looking for details of the intended audience, purpose of the publication and distribution method.

Entries for the **Trade Publication Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Relevance of the content to the industry /topical expertise	20%
Frequency of the publication and distribution	20%
Feedback /acknowledgment from the targeted audience	20%
Electronic copies of the publication in PDF form or links	20%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%

7. TRADE INVESTMENT AWARD

Eligibility:

All Institutions

Citation:

This award category recognizes the institution that has played a key role in supporting or complimenting government efforts to enhance trade facilitation and regional competitiveness. The judges will be looking for role that the institution has played in investment in existing or new projects. The project may include road improvements, digitization of trade processes, trade related research, etc.

Entries for the **Trade Investment Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Project proposal (from the institution or from external organization)	10%
Strategy for the project and how this was implemented	10%
Evidence of effective deployment of the project	20%
Evidence promoting or facilitating of investment such as budget	10%
Project implementation team and their qualifications	10%
Project benefits to all stakeholders	20%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%



8. DIVERSITY AND INCLUSIVITY AWARD

Eligibility:

All Institutions

Citation:

This award category recognizes the organization that has created, promoted, and maintained diversity and inclusion by establishing an environment that recognizes, encourages, and effectively utilizes each individual's talents. It must highlight the diversity and inclusion strategy and how it has had a positive impact on the business. Judges will be looking at aspects such as leadership's commitment to diversity, equality, representation of diversity at all levels of the organization, equal access to opportunity, fair treatment practices, diversity in education and training.

Entries for the **Diversity and Inclusivity Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Organization's promotion and implementation of a diversity and inclusion strategy	20%
Leadership's commitment to diversity	10%
Targeted and creative efforts with various groups to attract or encourage applicants	10%
Opportunities available to diverse people e.g., coaching, training mentoring, internships	10%
Effective use of individual talents and other contributions to the cause of diversity	10%
List the positive outcomes or impact achieved from the diversity and inclusivity initiatives	20%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

9. BUSINESS STRATEGY AND GROWTH AWARD

Eligibility:

All Institutions

Citation:

This award category recognizes the most dynamic business growth based on an actively managed and consistently delivered growth strategy. This could include implementation of a new trade facilitation strategy, business expansion or product diversification among others. The judges will be looking for the thing that makes the initiative different from the others, what is unique about this particular strategy and growth.



Entries for the **Business Strategy and Growth Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Indicate how the business strategy and growth was identified.	20%
Investment made in order to support business and growth objectives.	20%
Demonstrated market share growth as a result of the strategy.	10%
Details of challenge(s) faced and how they were addressed.	10%
State why the business strategy and growth stand out to be awarded.	20%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

10. ENVIRONMENTAL MANAGEMENT AWARD

Eligibility:

All Institutions

Citation:

This award category recognizes the organization that has done the most to improve overall environmental performance and enhance sustainability in the trade facilitation industry. The organization should demonstrate leadership in efforts to reduce energy consumption, emissions, noise pollution, and environmental impact. This could have been achieved through efficiency savings in the use of raw materials, energy, water; the adoption of clean technologies; improved waste management and recycling; development of greener products; and/or more generally changing operational processes to increase environmental efficiency. The judges will be looking for initiatives or implementation of operating systems that lead to sustainable outcomes and contribute to protection of the natural environment.

Entries for the **Environmental Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Description of the environmental policy or action plan and a written policy statement	10%
Specific action to reduce energy consumption or of other resources, noise levels and emissions	20%
Technological and operational innovations developed to deliver environmental improvement	20%
Monitoring and review procedures in place to measure progress against set targets or indicators	10%
Any Initiative/programs involving the local community e.g. environmental awareness creation	10%
Indicate accreditation or certifications.	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%



11. CONTAINER FREIGHT STATION AWARD

Eligibility

Container Freight Stations operating in Kenya.

Citation:

This award category recognizes the best container freight stations operators or owners who streamlined and optimized the process of shipping. The judges will be looking at container freight station's capacity, infrastructure, cargo handling equipment, efficiency, speedy evacuation, rail & road connectivity, storage space, value-added services, and customer service.

Entries for the **Container Freight Station Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Turnaround time of Import/Export containers	20%
Type of Facilities	10%
Exceptional performance in operational matters such as safety	10%
Growth in the last 24months	10%
Efficiency and reliability	20%
Customer satisfaction/feedback	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

12. CLEARING AND FORWARDING AGENT AWARD

Eligibility:

All Registered / Licensed clearing agents

Citation:

This award category recognizes the Clearing and Forwarding Agent who has demonstrated excellence in ensuring smooth shipment and clearance of cargo through customer service and regulatory compliance in the areas of customs. This include timely documentation, submission of appropriate paperwork to authorities and related subsidiary activities Judges will be looking entries that clearly demonstrate that the nominee goes beyond the call of duty for their customers and also achieves everyday excellence.

Entries for the **Clearing and Forwarding Agent Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Demonstrated knowledge of applicable laws and customs regulations	20%
Client portfolio	20%
Outline significant and specific activities that have contributed to business growth	20%
Customer satisfaction feedback/testimonials	20%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

13. FREIGHT FORWARDER AWARD (LOCAL AND REGIONAL)

Eligibility:

Freight Forwarders

- a. Local category
- b. Regional category

Citation:

This award category recognizes the company that has displayed excellence in freight forwarding, in terms of service and efficiency in sea, air, road or rail freight and has proved to be an industry leader having made significant, class-leading improvements across a multitude of service areas. The judges will looking for evidence of global reach, customs solutions, customer support, warehouse and inventory management, innovation, among others

Entries for the **Freight Forwarded Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform. (Indicate whether the entry is for local or regional category).

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Presence /List of countries where the firm delivers/transport	10%
Client portfolio	10%
Achievements / accreditations / certification	10%
Number of vehicles owned and vehicle capacity.	10%
No of years in operation and experience in the market.	10%
Customer support and value addition activities	20%
Customer satisfaction feedback/testimonials	10%
Any other facts or statements that you deem relevant to support the entry	10%
Total	100%



14. CARGO CONSOLIDATOR AWARD

Eligibility

All Cargo Consolidators registered in Kenya

Citation:

This award category recognizes the Cargo Consolidating company that has put together multiple smaller shipments into one larger shipment. The judges will be looking for the most efficient solutions to reduce costs and achieve shorter transit times is freight consolidation.

Entries for **Cargo Consolidator Award** category should support their nomination by providing the following information in no more than 1,000 words.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Documented evidence of cargo consolidation strategy or process	20%
Business growth and volumes handled.	10%
Client portfolio	10%
Cost or time savings for end customers	10%
Customer satisfaction feedback/testimonials	20%
Quality controls to avoid damaging goods.	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

15. WAREHOUSE OPERATOR AWARD

Eligibility:

All Warehouse Operators registered in Kenya.

Citation:

This award category recognizes the warehouse facility or organization that have gone above and beyond the call of duty to ensure smooth and successful running of warehouse operations. Apart from providing proper space for the safekeeping of products, the warehouse provides a system to economically coordinate the required activities, facilities and manpower for the general control of the whole operation of consolidation and deconsolidation.

Entries for the **Warehouse Operator Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Proximity to the central hubs and transportation modes such as railways and port	10%
Warehouses designed to for a variety of products i.e., perishables, chemicals, dry goods, etc	10%
Client portfolio	10%
Handling appliances and technology used	10%
Adequate storage space and parking space	10%
Seamless movement of goods	10%
Disaster management, commitment to occupational health, safety standards and security	10%
Customer satisfaction feedback/testimonials	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

16. SHIPPING AGENT AWARD

Eligibility:

Shipping Agents registered in Kenya.

Citation:

This award recognizes the ships agents who are familiar with all of the relevant regulations and requirements that pertain to trade logistics industry and be sufficiently well established and organized to be able to provide the required level of service and support the principal requires. The judges will be looking at demonstrable knowledge and skills to ensure that the customers' requirements are met with the highest standard efficiency and promptness.

Entries for the **Ships Agent Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Evidence of professional membership affiliation	10%
Client portfolio	10%
Evidence high standards of service and best practices	20%
Environmental and safety compliance	20%
Customer Feedback /Satisfaction Index	20%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%



17. MARINE CARGO INSURANCE AWARD

Eligibility:

Insurance companies, insurance brokers or underwriters

Citation:

This award recognizes insurance companies that provides indemnity against loss or damage for goods being transported by sea or air and incidental land transportation. With the recent changes requiring all marine cargo destined for Kenya to be insured by local underwriters, the judges will have a bias towards the companies that have excelled in executing this directive.

Entries for the **Marine Cargo Insurance Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Types of marine cargo insurance product/ services offered.	10%
Evidence of regulatory compliance	10%
Claims payment record, the claims settlement ratio	20%
Volume and value of premiums written	20%
Outline significant and specific activities that have contributed to business growth	20%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

18. EXPORTER AWARD

Eligibility

Exporters

Citation:

This award category recognizes outstanding performance of the company that has been exporting from Kenya for two years or more. The company should have a proven track record in export, demonstrate its current export strategy including plans for growth in existing and new markets, exceptional progress and success in exports that have made significant economic contributions through their investments. The judges will be looking at the structure of export operations and systems to effectively respond to exports or international sales or markets.

Entries for the **Exporter Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Documented export strategy	10%
Incremental growth (2020 – 2021/2021 – 2022)	10%
Number of employment opportunities created	10%
Local (Kenyan) products exported.	10%
Market diversification	10%
Outline significant and specific activities that have contributed to business growth	20%
Innovative techniques and/or use of technology.	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%

19. IMPORTER AWARD

Eligibility:

All Importers

Judging Criteria:

This award category recognizes the contribution of the importer to the respective business sector and national economy by paying taxes, creating jobs, growth in volume and value of imports and promoting Kenya’s image.

The judges will be looking for demonstrated efficiency in their logistic processes and Compliance to regulatory and industry obligations.

Entries for the **Importer Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Contributions to the respective business sector and national economy,	20%
Use of the very latest technologies,	10%
Number of employment opportunities created	10%
Evidence of regulatory compliance and industry standards	20%
Outline significant and specific activities that have contributed to business growth	20%
Any other facts or statements relevant to support the entry	10%
Total	100%



20. CARGO TRANSPORTER AWARD

Eligibility:

Cargo Transporter (Road)

Citation:

This award category recognizes cargo transporters who have complied with transport rules, employed best practices, trained staff, adhered to designated routes and passing through the transit country or countries to the hinterlands. Strategies to enhance the efficiency of the supply chain through the Northern Corridor will be taken to consideration. Judges will be looking for unique and different approach to the sector, business performance or have shown the initiative to bring change in the industry.

Entries for the **Cargo Transporter Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Transit time/speed along corridors (port dwell-time, transit enroute, time at border posts)	20%
Evidence of utilization of One Stop Border Posts (OSBPs) as a measure to avoid delays	20%
Capacity building to promote employee skills in cargo transport along the corridor	10%
Evidence of automation of transport and cargo management systems	20%
Demonstrable evidence of increased. Capacity of transportation	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%

21. DRY BULK/ BREAKBULK OPERATOR AWARD

Eligibility:

Dry Bulk/Breakbulk Operators Award

Citation:

This award categories recognizes bulk logistics providers who handle break bulk and general cargo and have outperformed in this challenging sector.

Entries for the **Dry Bulk/Break Bulk Operator Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Demonstrable highest levels of safety, security and environmental excellence	20%
Innovations/Technologies used.	20%
Collaboration (s) with industry players across the dry bulk segment and wider industry	20%
Compliance with industry and/or regulatory. requirements	10%
Outline significant and specific activities that have contributed to business growth	10%
Any other facts or statements relevant to support the entry	10%
Total	100%

22. AIR FREIGHT (CARGO) TRANSPORTER AWARD

Eligibility:

Airline Companies
Companies engaged in Airfreight.

Citation:

This award recognizes the organization or airline companies involved in carriage of goods and cargo within and out of Kenya that have invested in providing great customer service, operational excellence, and innovative technologies. The organization must have expanded or secured new export markets in the field of aviation related products or services. The award recognizes safe, reliable, and competitively priced services to customers and businesses in the industry with a growing fleet and well-maintained facilities. The judges will be looking at notable contributions to air cargo transportation.

Entries for the Air Freight (Cargo) Transporter Award category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Client portfolio	20%
Innovations/Technologies used	20%
Customer Feedback /Satisfaction Index	20%
Outline significant and specific activities that have contributed to business growth	20%
Any other facts or statements relevant to support the entry.	10%
Total	100%



23. INNOVATION AWARD (PRIVATE SECTOR)

Eligibility:

Private Sector organizations

Citation:

This award recognizes the organization that has undertaken or implemented an innovative project using new technology, or how technology was used in a new and different way in the project. The idea does not have to be new but could be used in a way or in a new environment or location not previously carried out. It could bring together both new and existing products and services to solve a pain point that was identified. This award recognizes organizations that have innovative ideas, processes, product or technical innovation to deliver or continue delivering services/support to their customer and the industry.

Judges will be looking at how the organization has utilized a technological solution to drive efficiency and cost saving impact that it delivered for the organization and/or the wider sector.

Entries for the **Innovation Award – Private Sector** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Describe how innovation was identified, implemented and it's uniqueness.	10%
Resource investments such as financial, personnel and/or partnerships	10%
Demonstrate concrete benefits to the company, its customers and/or suppliers	20%
Evidence of culture of innovation within the organization	10%
Facts, figures and testimonials of benefits to the industry/ customers	20%
Sustainability of the innovation/maintenance strategies	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

24. INNOVATION AWARD (PUBLIC SECTOR)

Eligibility:

All eligible organisations in the public sector.

Citation:

This award category recognizes innovations from the public sector that are relevant to the simplification and streamlining of trade processes, Involvement of the key stakeholders in the design, implementation of the innovation and creativity and effectiveness and how the innovation serves the key beneficiaries.

The innovation must have been launched and functional. The judges will be looking for the relevance /benefits of the innovation, awareness creation of the innovation and effectiveness.



Entries for the **Innovation Award – Public Sector** category should support their nomination by providing the following information in no more than 1,000 words.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Describe how innovation was identified, implemented and it's uniqueness.	10%
Resource investments such as financial, personnel and/or partnerships	10%
Demonstrate the concrete benefits to the company, its customers and/or suppliers	20%
Evidence of culture of innovation within the organization	10%
Facts, figures and testimonials of benefits to the industry/ customers	20%
Sustainability of the innovation/maintenance strategies	10%
Any other facts or statements that you deem relevant to support the entry.	10%
Total	100%

25. BEST USE OF TECHNOLOGY AWARD

Eligibility:

All eligible companies

Citation:

This award category recognizes the organization that has embedded the use of technology to improve their processes and the work environment in achieving business goals and objectives. The organization does not have to be an IT Company to compete for this award but constantly adapts and updates technology to keep up with the trends. An example is an organization in the transport industry that uses technology to improve communications for employees. The judges will be looking at the adaptation of technology internally to significantly improve a business process and enable efficient trade facilitation.

Entries for the **Use of Technology** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Evidence of staff development training programs in the use of technology	20%
Explain how the use technology has improved product and service delivery	20%
Outline how use of technology has contributed to business growth	20%
Cost savings and benefits arising from the use of technology	10%
Customer and employee feedback.	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%



26. TRAINING INSTITUTION AWARD

Eligibility:

All private and public training providers

Citation:

This award category recognizes the training institutions that offer their trainees a firm foundation in the fundamental skills and knowledge in trade facilitation or related programs. The judges will be looking for the institution that demonstrates commitment to training and development that go well beyond the bare minimum and contributes to the trainees' career development.

Entries for the **Training Institution Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Describe the training programme. i.e, subject matter, curriculum, training duration etc.	20%
Profile some of the key trainers and their qualifications	10%
Demonstrate the relevance of the programmes to the trade facilitation industry.	20%
What make your programmes special, e.g innovative training methods, partnerships	10%
How have the programs made a difference to the industry	10%
List some outstanding graduates who are positively contributing to the industry	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%

27. EMPLOYEE SAFETY AND WELL-BEING AWARD

Eligibility:

All Institutions

Citation:

This award category recognizes progress made in improving the occupational health and safety culture of the workplace by introducing new or developing existing initiatives. This could involve the implementation of recognized models of safety, simplifying risk management, anticipating and tackling new health and safety challenges, and promoting the benefits of an effective health and safety strategy, to improve employee wellbeing. Judges will look for examples of how safety and wellness has been embedded into the company culture through policies, resources, initiatives and activities that have enabled employees to have a motivated and focused work-life balance.

Entries for the **Employee Safety and Wellbeing Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Evidence of programmes for health, safety and wellbeing in place	20%
Evidence of improvement in employee safety and well-being e.g reduced accident	20%
Demonstrable programmes to reduce sickness absence and improved productivity	20%
Evidence of improved compliance through a training programme.	20%
Any other facts or statements relevant to support the entry.	10%
Total	100%

28. BEST SME IN LOGISTICS AWARD

Eligibility:

All SMEs

Citation:

This award category recognizes SME's with less than 50 employees that have shown exceptional initiative, boldness and dynamism, as well as exemplary management practices in the industry. The judges will be looking at SME in the trade logistics sector who are creative and innovative, engaged in global trade, open providing important opportunities for growth and excelled in business performance

Entries for the **SME Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Outline significant and specific activities that have contributed to business growth	20%
Client portfolio	20%
Innovations/Technologies used	20%
Customer Feedback /Satisfaction Index	20%
Any other facts or statements relevant to support the entry.	10%
Total	100%

29. RISK MANAGEMENT AWARD

Eligibility:

All Organizations

Citation:

This award category recognizes organizations that are strategically committed to excellence in the management of risk in their operations by promoting risk culture within the corporate structure, applying innovative approaches for tackling challenges in risk management implementation and possessing leadership competencies to support risk management programs.



Entries for the **Risk Management Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Evidence of building risk management competency	20%
Evidence of raising risk awareness and its management to the organisation	20%
Tangible evidence of the value of risk management to the organisation	20%
Examples of how risk management culture has contributed to organisation's success	20%
Any other facts or statements relevant to support the entry.	10%
Total	100%

30. MEMBERSHIP ASSOCIATION AWARD

Eligibility:

All Membership Associations

Citation:

This award category recognizes membership associations that demonstrate excellence in engaging and communicating with their members, industry and other stakeholders. Judges will be looking at expertise in running a successful organization which focuses on members' needs.

Entries for the **Membership Association Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Communication with members, industry, government and public (media)	20%
Industry surveys conducted (if any)	20%
Partnerships formed e.g. MoU's	10%
Key milestones, achievements, accreditation, affiliations etc.	10%
Relationship with industry players, governments, development partners	10%
Programs/activities for members.	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%



31. GOOD GOVERNANCE AWARD

Eligibility:

All organizations

Citation:

This award category recognizes organizations whose Board whose board demonstrate commitment to the core principles of good governance by creating a culture of board excellence, which in turn has resulted in a positive impact on the organization’s strategic or operational development. The judges will be looking at the governing style, structures and processes, and the organization’s demonstrable impact(s).

Entries for the **Good Governance Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Board member profiles; gender and age diversity and qualifications	20%
Good Governance training in place	20%
Governance structures, practices and protocol in place, e.g annual reports.	20%
Evidence of positive impact of good governance	20%
Any other facts or statements relevant to support the entry.	10%
Total	100%

32. PARTNERSHIP AWARD

Eligibility

All Organizations

Citation:

This award category recognizes the efforts of the organizations that build or have built durable collaborations or partnerships that enhance the trade facilitation industry. The judges will be looking at the existence of shared agreements to cooperate and work together for the mutual benefit and how it benefits the industry.

Entries for the **Collaboration or Partnership Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max.
Company profile: nature of business, footprint, workforce, turnover	10%
List of partnerships or collaborations formed since January 2020	10%
Lead organization and each of the parties to the collaboration	10%
Implemented improvements in the processes/procedures of collaborators	10%
Origin of the collaboration (how the parties came together) and objectives	10%
Nature of funding and continuity when partners exit.	20%
How the collaboration functions, e.g. communication / activities	10%
Positive impacts of the collaboration or partnership	10%
Any other facts or statements relevant to support the entry.	10%
Sub -total	100%

33. CORPORATE SOCIAL RESPONSIBILITY AWARD

Eligibility

All organizations

Citation:

This award category recognizes the organization that embrace social responsibility in its actions and encourages positive impact through its activities that benefit not only the industry but also the public at large. The entry could be for a one-off initiative run by the organization, or a long-standing, structured CSR program. The judges will be looking at the issue(s) the processes, project or program was designed to address and evidence of the positive social impact the initiative had.

Entries for the **Corporate Social Responsibility Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Describe in detail the CSR initiative(s) and the objectives	20%
Staff involvement in planning/ executing the initiative including staff time, cost	20%
Demonstrate leadership and commitment to excellence in CSR	20%
Evidence of how the initiative benefited the organization, employees, community	10%
Indicate how the program will be sustained or expanded.	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%



34. MEDIA HOUSE AWARD

Eligibility

All print and electronic media organizations operating in Kenya.

Citation:

The Award recognizes the outstanding work of a media house or news organization that promotes professionalism and excellence in the reporting of trade facilitation. The judges will be looking at the media house that demonstrates impact by going beyond the normal reporting and suggesting ways in addressing trade facilitation issues as well as commitment in excellence reporting.

Entries for the **Media House Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
List, links of articles, video clips, voice item on trade facilitation in the past year	20%
Overall accuracy and fairness in reporting of trade facilitation	20%
Proof of regular pull-out, feature section, investigative pieces on trade facilitation	20%
Demonstrated impact of coverage on trade facilitation	10%
Feedback on coverage from the public or other authorities	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%

35. OVERALL TRADE FACILITATOR AWARD (INSTITUTION)

Eligibility

All participating organizations

Judging Criteria

This award category recognizes organizations that demonstrate operational excellence, innovative approach, excellent customer services, exceptional leadership, competitive edge and specific challenges that were overcome in their quest to delivering the very best in their sector.

Entries for the **Overall Trade Facilitator Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Company profile: nature of business, footprint, workforce, turnover	10%
Evidence of effective leadership, financial management and organization growth	20%
Evidence of an Innovative and creative approach in the organization	20%
Demonstration of a good corporate governance track record	20%
Accolades, milestones, recognitions, certifications	10%
Involvement in the Community	10%
Any other facts or statements relevant to support the entry.	10%
Total	100%

PART B – INDIVIDUAL CATEGORIES

Nominees for Individual categories must be nominated by their organizations, stakeholders, or association. Self-nominations are not permitted.

Judging Criteria

Award winners for the individual categories shall be selected based upon the following criteria:

1. Nomination must include a summary (using 1000 words or less) which describes the character of and why they should be recognized.
2. Nominee must have at least 5 years' experience or more in the trade facilitation industry.
3. Nominee must of good standing in the industry.
4. An organization can may submit only one nomination for each individual category
5. The judges may request reference letters to assist in the evaluation of the nominees under consideration.
6. It is important that attach evidence in support of the nomination.
7. Suggested details should include:
 - The nominee's current role, including specific key contributions to their organization.
 - Describe the nominee's growth within the trade facilitation industry.
 - Nominee's efforts within their business and greater trade facilitation
 - Professional affiliation/ organizations in which nominee is involved,
 - Committee roles or board positions.
 - Commitment to supporting local community.



36. RISING STAR IN TRADE FACILITATION AWARD

Eligibility:

Industry practitioners under the age of 35

Citation:

The Rising Star in Trade Facilitation Award recognizes a mature emerging trade facilitator whose record reflects ongoing and exceptional growth in contribution to the profession and industry, and increased levels of leadership, responsibility, and sphere of impact. Eligible nominees may not be a senior leader, but their track-record reflects a strong career trajectory with the possibility of forward advancement and potential for appointment at the highest levels of the profession.

Entries for the **Rising Star Award** category should support their nomination by downloading the Rising Star Award nomination form as well as providing the following information in no more than 1,000 words.

Judging Criteria:	Max.
Nominator’s name, title, institution, and contact information (tel. & email address)	10%
A resume describing the nominee’s current role and why they deserve the award	10%
A description of the nominee’s growth within the trade facilitation industry	10%
Advancement in professional education and awareness of key issues in the industry	10%
Ability to work with teams and score high levels of performance	10%
Key achievements in the industry	10%
Professional affiliation/ organizations in which nominee is involved	10%
Leadership roles or board positions	10%
Commitment to supporting local communities.	10%
Demonstration of personal integrity and professionalism	10%
Total	100%

37. OUTSTANDING LEADERSHIP IN TRADE FACILITATION AWARD

Eligibility:

Senior Leaders

Citation:

This award category recognizes leaders’ people who have gone the extra mile to support and motivate their staff and peers, positive energy spills over into the atmosphere they create and act as role models and are inspirational leaders for their organizations.

Entries for the **Outstanding Leadership Award** category should support their nomination by downloading the Outstanding Leadership Award nomination form as well as providing the following information in the relevant slots provided in the awards entry platform.



Judging Criteria:	Max. Score
Nominator's name, title, institution, and contact information (tel. & email address)	10%
A description of the nominee's current role and commitment to the organization	10%
Evidence of exceptional performance of the organization while at the helm	10%
Ability to create a positive, supportive, and motivating work environment.	10%
Ability to work with teams and score high levels of performance	10%
Key achievements in the industry	10%
Professional affiliation/ organizations in which nominee is involved,	10%
Leadership roles or board positions.	10%
Commitment to supporting local communities.	10%
Demonstration of personal integrity and professionalism	10%
Total	100%

38. OUTSTANDING WOMAN IN TRADE FACILITATION AWARD

Eligibility:

Women in Trade Facilitation

Citation:

This award category recognizes an individual woman who has demonstrated a significant level of involvement in the trade facilitation organization over an extended period, the willingness to serve and assist other women in their personal and professional development and contributed to the successes of others as well as her own.

Entries for the **Outstanding Woman Award** category should support their nomination by providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Nominator's name, title, institution, and contact information (tel. & email address)	10%
A resume describing the nominee's current role and why they deserve the award	10%
A description of the nominee's growth within the trade facilitation industry	10%
Nominee's efforts within their business and greater trade facilitation	10%
Ability to work with teams and score high levels of performance	10%
Key achievements in the industry	10%
Professional affiliation/ organizations in which nominee is involved	10%
Leadership roles or board positions.	10%
Fostering growth and development of women through guidance and mentorship	10%
Demonstration of personal integrity and professionalism	10%
Total	100%



39. TRADE FACILITATION LIFETIME AWARD

Eligibility:

Current or retired Individuals who have dedicated over 20 years of their career to trade facilitation.

Citation:

This award category recognizes the lasting contributions, leadership, enthusiasm, and tireless efforts of industry luminaries who've committed themselves to elevating and enhancing the trade facilitation industry including exceptional and long-standing achievements in the industry.

Entries for the **Trade Facilitation Lifetime Award** category should support their nomination by downloading the Outstanding Leadership Award nomination form as well as providing the following information in the relevant slots provided in the awards entry platform.

Judging Criteria:	Max. Score
Nominator's name, title, institution, and contact information (tel. & email address)	10%
Evidence of a distinguished career of over 20 years in the industry	10%
Attach 3 Recommendation letters describing their impact in the national/global arena	10%
Commitment to industry mentorship and leadership	10%
Influence on industry best practices, standards, or frameworks	10%
Impact on people, organizations with a display of wisdom and depth of leadership	10%
Contribution as a subject matter expert (lobbying, events, training, research, etc.)	10%
Published thought leadership on the industry's strategic direction	10%
Commitment to supporting local communities.	10%
Demonstration of personal integrity and professionalism	10%
Total	100%