



# International Business EXCELLENCE AWARDS

See our website for more detailed information: [www.ibxawards.com](http://www.ibxawards.com).  
Alternatively contact Mark Hamill on [mark@awardsinternational.ae](mailto:mark@awardsinternational.ae) or call 00971 56 752 2028.

## CATEGORIES – MAKING A CHOICE

### WHAT WE'RE LOOKING FOR

We're looking for you to say to our Judging Panels that *"We implemented a great initiative that has enhanced our customers' experience and our organisation's results - here's the proof and we deserve recognition for it!"*

A "great initiative" might be a project, or group of projects or a broader business initiative that maybe took place over a longer period of time, not necessarily in a defined project timeframe. It should be something that resulted in a tangible results and business improvement whilst also benefiting the organisation.

### THE CATEGORIES

- There are 34 Categories divided into 18 Sector Categories, 11 Discipline Categories, 5 People Categories. There are also an additional two categories for Overall scores in the Sector and Discipline Categories.
- The scoring criteria for all Categories are the same - although the content of Entries will need to be amended to fit the context of the Category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint. Please therefore be mindful that, because telling the story in the context of the Category entered is important, if you make multiple nominations, you probably won't just be able to "cut and paste" the content.
- Please therefore be mindful that, because telling the story in the context of the Category entered is important, if you make multiple Entries, you probably won't just be able to "cut and paste" the content.

### GUIDANCE ON CHOOSING A CATEGORY (IES)

#### Consider the Sector Specific Categories

Everyone should think about making an entry into one of these Categories.

Choose the Category which seems to fit best.

Don't get too hung up on whether there is an exact fit between the initiative and name of the Category. Entries will be judged on the initiative submitted, not the degree to which they fit with the Category name (but obviously there needs to be some link between the initiative and the broad meaning of the Category title).

#### Consider the Discipline Specific Categories

Depending on the initiative, either one or more of these Categories might well be a good fit.

Choose the Category which seems to suit the initiative best.

Again don't get too hung up on whether the Category sounds an exact fit, so long as the broad meaning of the Category title resonates in some way with the initiative being nominated.

#### Consider the People Specific Categories

These Categories in particular require you to meld your entry to the particular context of the Category.

Choose the Category which seems to fit best.

Across all the People Categories we are looking for "great initiatives" that impacted both the employees and the business results – however the angle that the story is told is likely to be different from the Sector or Discipline Specific Categories. For example, the story might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver a great customer experience that helped the business too.



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## LIST OF CATEGORIES

### Sector Specific

Categories	Which types of Companies are eligible to enter
<b>Business Formation Company</b>	Companies responsible for issuing business permits and licenses, employee visa and regulating the business requirements. This could be for on-shore, off-shore and Free Zone company formations.
<b>Family Business</b>	Any business in which two or more family members are involved and the majority of ownership or control lies within a family. The business need to include governance and how they were able to be successful.
<b>Financial Services Banking &amp; Investment</b>	Banking & Investment Services, Insurance, Investment Trusts, Pensions, Auxiliary Financial Services
<b>Professional Services</b>	Professional, Scientific and Technical activities
<b>Automotive, Travel and Transport</b>	Air travel, car dealership, car hire, repair, roadside assistance, car servicing, logistics, delivery services, Commercial Airlines
<b>Shipping and Maritime</b>	Shipment, Port Operation, Cargo, Marine, Maritime Services
<b>Real Estate and Construction</b>	Real estate development, property, buildings or housing, Construction of Buildings, Civil Engineering, Specialised Construction Activities, Construction Materials
<b>Hospitality, Leisure and Entertainment</b>	Hotels, holidays, cinemas, gyms, ticketing, Hospitality, Art, Entertainment, Recreation and Sport and any other providers of related services, Travel Agencies, Tour Operators, Reservation Services
<b>Wellbeing &amp; Health</b>	Healthcare equipment & supplies, Healthcare providers & services, Pharmaceuticals, Biotechnology & Medical Research, Medical & Dental practice, Nutritionists & Dieticians, Alternative Medicine
<b>Government Services</b>	Public administration, NGOs, Defense, Other Governmental Departments
<b>Energy</b>	Coal, Oil and Gas, Oil and Gas related equipment & services, Renewable Energy, Electricity, Water & Multiutilities
<b>Manufacturing</b>	Industrial Goods Manufacturing, Technology Manufacturing, Textiles & Apparel, Homebuilding Equipment Manufacturing, Aerospace Manufacturing, Aerospace Parts, Maritime Manufacturing, Automotive Manufacturing, Automotive Parts
<b>Retail</b>	Diversified Retailers, Specialist Retailers, Online Retailers
<b>Technology and Smart Technology</b>	Semiconductors & Semiconductor Equipment, Communications Equipment, Communications & Office Equipment, Software & IT Services, Mobile Applications, Online Technologies, Software as a Service



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<b>Telecommunications and Information</b>	Fixed line telecommunications, Mobile Telecommunications, Communication Services, New Economy Communications
<b>SME</b>	Medium, Small & Micro Organisations
<b>Food and Beverage (F&amp;B)</b>	Restaurants, Cafes, Agriculture, Forestry and Fishing
<b>Education</b>	Private Education, Public Education, Primary Education, Secondary Education, Further Education

## Discipline Specific Categories

Categories	What an Entry should include
<b>Corporate Social Responsibility</b>	Implementation of Social, Environmental, Economic, Ethical, Legal & Other Philanthropic Initiatives leading to Profit with Responsibility
<b>Sustainability</b>	Strategies and Initiatives by companies which directly impact the main Sustainability issues facing the world; which are- Energy, Fertile Land, Transport Issues, Waste Management, Climate Change, Natural Resources, Flooding, Pollution, Social Unrest
<b>Strategy, Change and Transformation</b>	The Initiatives entered into this Category may include a Business Strategy, Feasibility Study, Change & Transformation Initiative and/or Diversification Initiative
<b>Marketing, Social Media and Brand</b>	Marketing Initiative/Campaign, Market Research, Product or Service Launch, Branding or Re-Branding, Inbound Marketing Strategy, Social Media Initiative/Campaign, Digital Marketing Strategy, Coordinated Marketing Strategy
<b>Customer Experience and Voice of the Customer</b>	Executions of projects which have positively impacted Customer Experience. This may be initiatives relating to Customer Service, Customer Experience Management, Customer Experience Measurement, Operations, Initiatives used to capture customers' expectations, preferences and aversions for the betterment of a product and/or service
<b>Client Relationship Management</b>	Using CRM and/or related CRM technology to deliver great Customer Experience
<b>Financial Management</b>	Initiatives which involve IPO, Rites Issue, Bootstrapping/Cost Cutting, Capital Investment or Cash-flow Management
<b>Entering Emerging Markets</b>	Successful entry into emerging market highlighting the challenges and the solutions which led to tangible business results
<b>E-Commerce and Digital Experience</b>	Initiatives highlighting the successful implementation of an Ecommerce strategy or the integration of Ecommerce into the current business model or focus of the Customers' Digital User Experience
<b>Information Security</b>	Successful implementation of systems defending information from unauthorised access, use, disclosure, disruption, modification, perusal, inspection, recording or destruction (Physical or Electronic)



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<b><i>Towards 2020</i></b>	A company that is involved in the build up and development for the Expo2020
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## *People Categories*

<b>Categories</b>	<b>What an Entry should include</b>
<b><i>Employer</i></b>	Improved Business Results, Highly Motivated Employees, High Staff Retention Rates, Human Resource Initiatives, Personnel Development Initiatives
<b><i>Employee Engagement</i></b>	Strategies and initiatives which have led to an increase in Levels of Employee Engagement
<b><i>Management Team</i></b>	Successful Management Team
<b><i>Inspirational Male Leader</i></b>	Person Leading with Exceptional Tangible Business Results
<b><i>Inspirational Female Leader</i></b>	Person Leading with Exceptional Tangible Business Results