

EXPORT AWARDS



SURVEY REPORT

Directorate of Export Promotion
TradeInvest Timor-Leste
November 2018

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TERMS AND ABBREVIATIONS

CCI-TL	Chambers of Commerce and Industry Timor-Leste
CCT	Cooperativa Café Timor
EPD	Export Promotion Directorate
MC	Master of Ceremony
MDF	Market Development Facility
NCF	Nova Casa Fresca
PITSA	Pertamina International Timor
SERVE	Business Registration and Verification Services
TITL	TradeInvest Timor-Leste



INTRODUCTION

Export Awards is a TradelInvest Timor-Leste (TITL) annual initiative organized by the Export Promotion Directorate (EPD). The first national Export Awards in Timor-Leste was successfully held in 2017.

The main objective of Export Awards is to recognize and encourage efforts made by enterprises in any industry sector, which has been exporting or has potential to export Timor-Leste's products to international market.

The awards celebrate businesses in Timor-Leste that have focused on realized or potential export through good planning and innovation. An independent panel selects winners based on selection criteria in the categories of existing exporter and potential exporter.

The awards are presented to winners during a gala dinner event that provides opportunity for enterprises to expand their networks with principal exporters, export facilitators, relevant government entities and development partners working towards export promotion initiative.

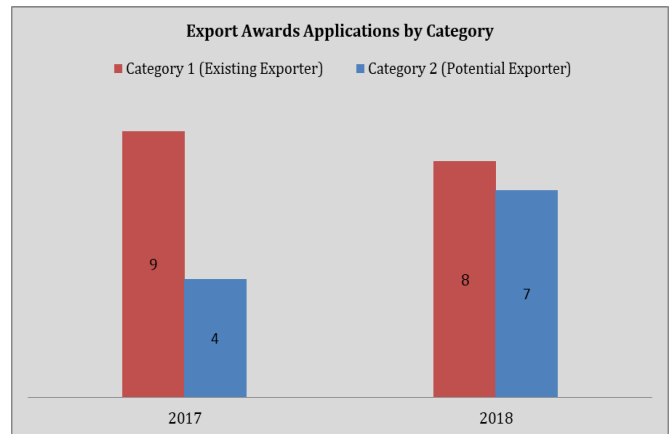
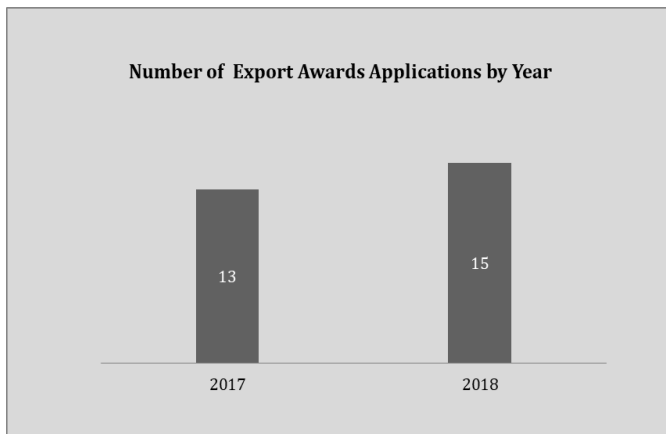
For the 2017 Export Awards the winners were Outspan Agro Timor for category of existing exporter and Nova Casa Fresca (NCF) for category of potential exporter. Outspan Agro Timor engages in coffee industry that has been 100% subsidized by Olam International (Global Agriculture Commodity Player). The company exports both Arabica and Robusta coffee mostly to USA and employs 104 local people. NCF engages in horticulture business, mainly in production of fresh and organic vegetables. The company engages with 37 agricultural groups and employs 20 local people.

The 2018 Export Awards was held on 31 October 2018 at Timor-Plaza, Dili. The event was supported by Timor Plaza Hotel and Apartments, TL Cement, GMN, Pertamina International Timor (PITSA), Heineken Timor-Leste and Vinod Patel as major sponsors and Chambers of Commerce and Industry of Timor-Leste (CCI-TL), SERVE, MDF and Avansa Agrikultura as category sponsors.

The winners of the 2018 Export Awards were Cooperativa Cafe Timor (CCT) as existing exporter of the year. CCT exports agricultural products, has a 20 year history in Timor Leste and employs 550 local people. The winner of the second category was Mahanaim Garment as potential exporter of the year. Mahanaim Garment trades in high fashion women's garment under the brand "Ita Nia", is 18 months old and employs 15 local people.

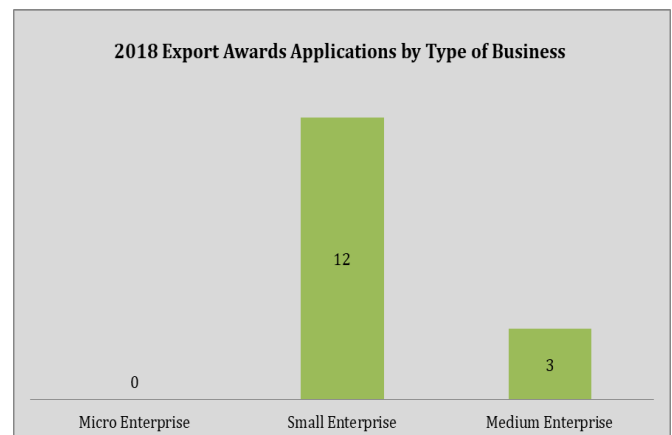
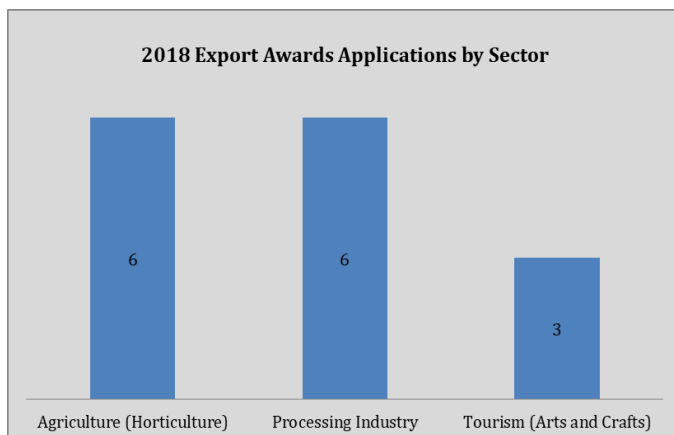
APPLICATION STATISTICS

For the 2017 Export Awards, there were 13 applications in total (9 from existing exporters and 4 from potential exporters). For the 2018 Export Awards, there were 15 applications in total (8 from existing exporters and 7 from potential exporters); this was an increase from 2017 of 15%.

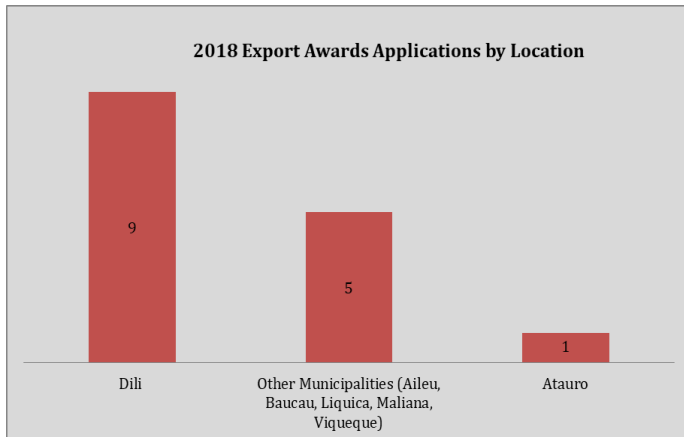


For the 2018 Export Awards, there were 6 applications from agriculture (horticulture) sector, 6 from processing industry sector and 3 from tourism (arts and crafts) sector.

By type of business, for the 2018 Export Awards, there were 12 applications from small enterprise and 3 from medium enterprise.



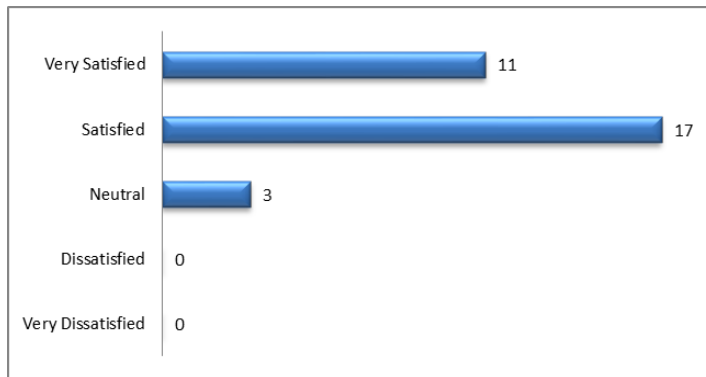
For the 2018 Export Awards, there were 9 applications from Dili, 5 applications from other municipalities (Aileu, Baucau, Liquica, Maliana and Viqueque) and 1 application from Atauro Island.



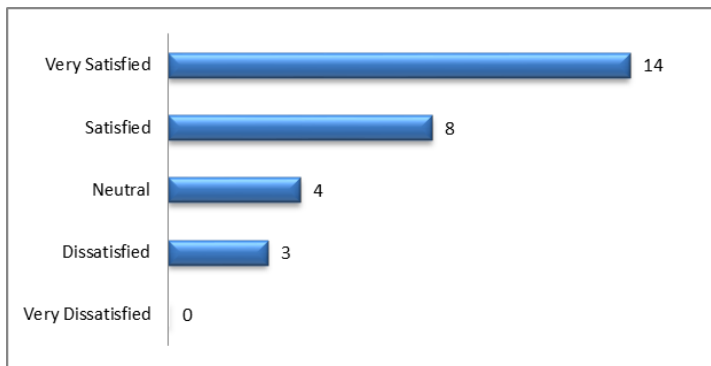
SURVEY RESULTS

During the 2018 Export Awards presentation, a survey form was circulated to collect the information about the level of satisfaction of the event. Following are the results:

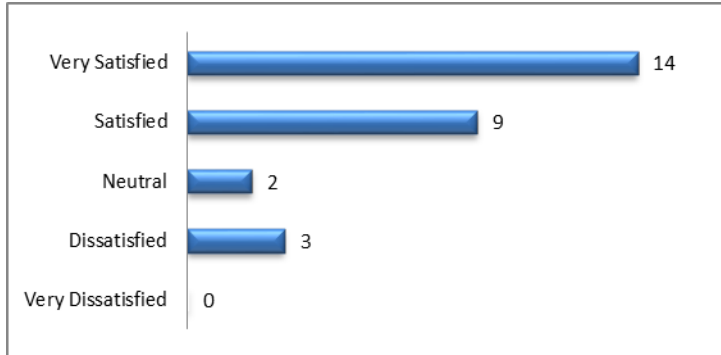
1. Overall how would you rate the 2018 Export Awards?



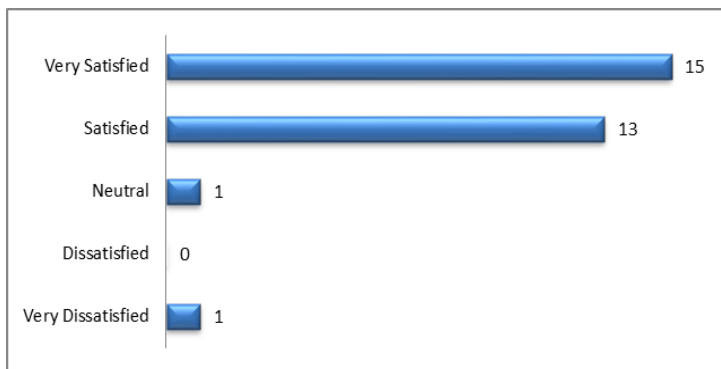
2. Guest list



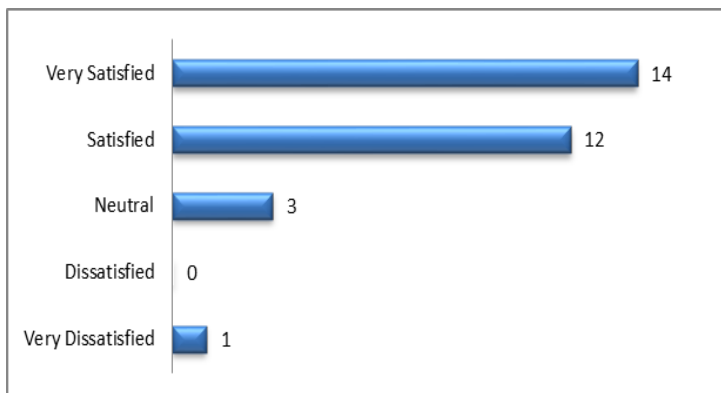
3. Scheduling and time



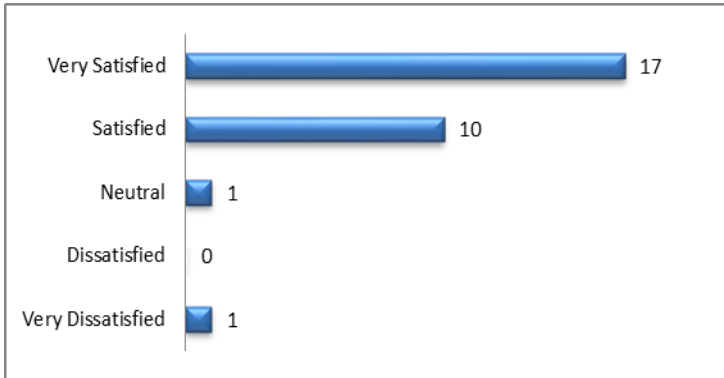
4. Venue



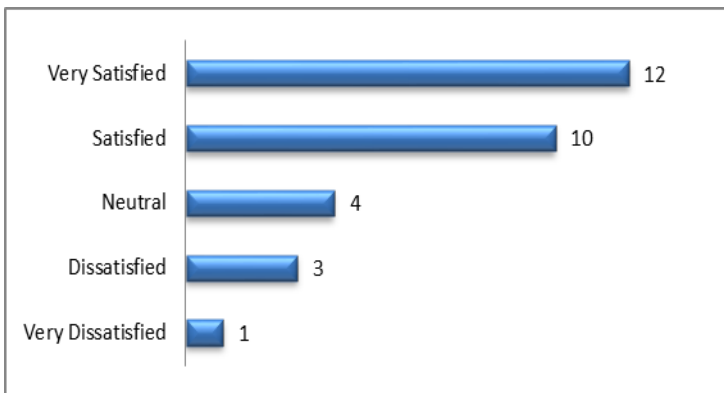
5. Catering



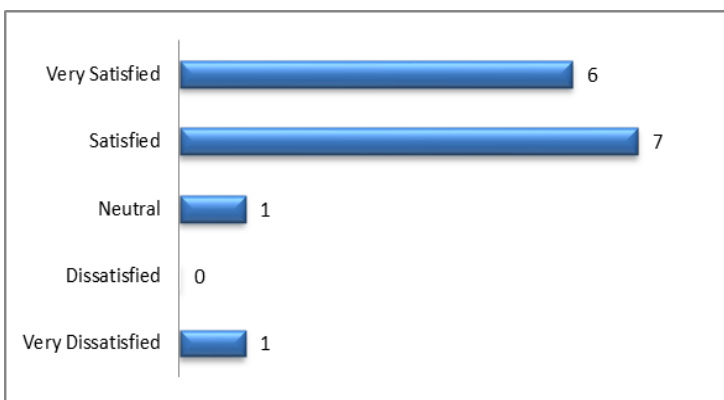
6. Speaker/s



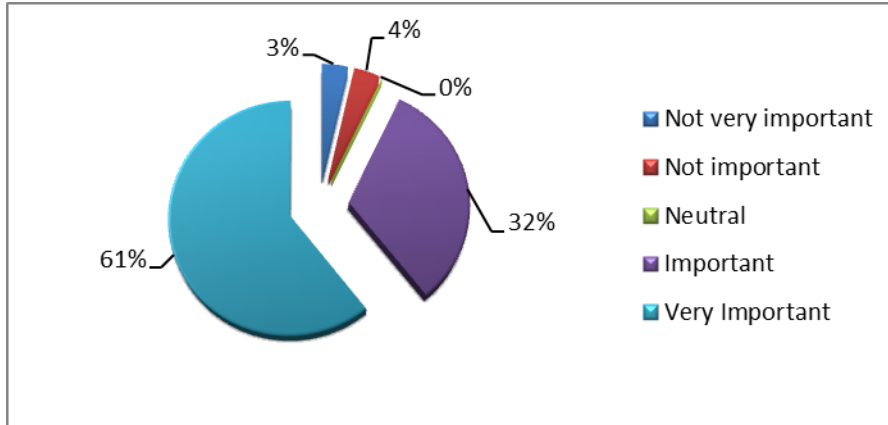
7. Award category



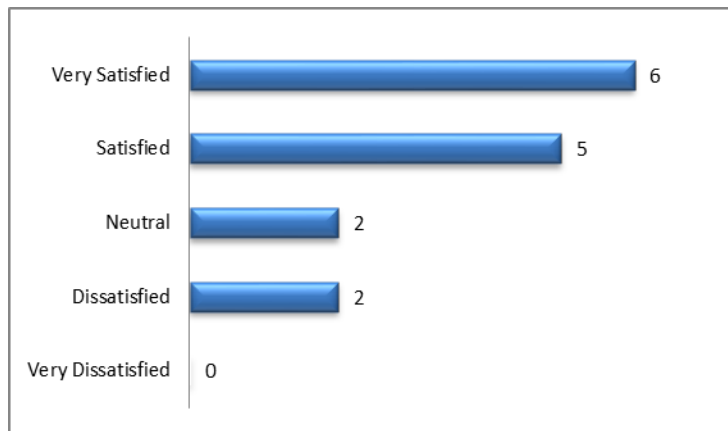
8. Registration



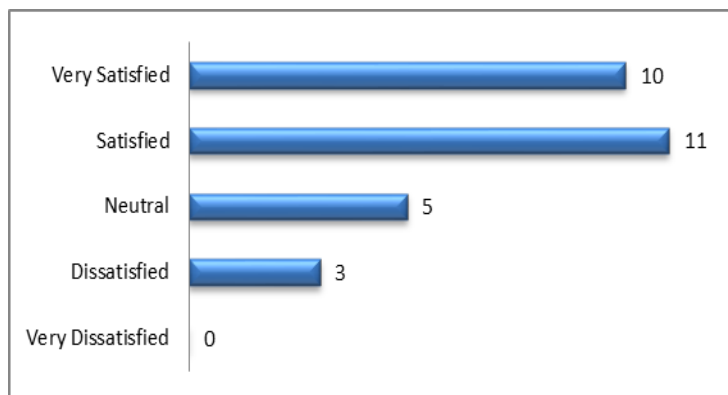
9. Importance of Export Award



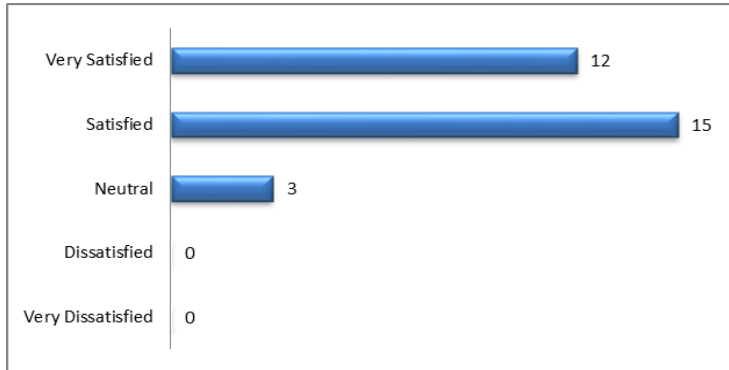
10. Reward for winners



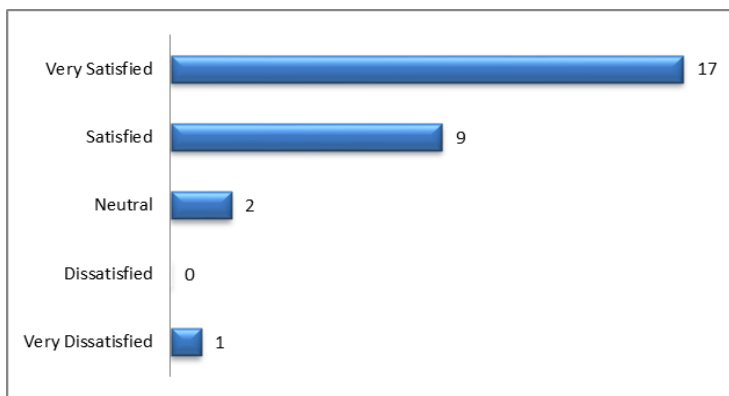
11. Quality of Entertainment (Dance Performance)



12. Audio-visual aids



13. Master of Ceremony (MC)



Analysis

In overall, the respondents were **satisfied** with the 2018 Export Awards.

The majority of all respondents rated the guest list, scheduling and time, venue, catering, speaker/s, award category, reward for winners and MC as **very satisfied**.

In addition, it appears that respondents were **satisfied** with registration, quality of entertainment (dance performance) and audio-visual aids.

About 61% of all responses demonstrated that Export Awards was **very important**.



CONCLUSION

The success of Timor-Leste as a sustainable, internationally engaged nation will depend to a large extent on the country's ability to trade. Trade does not just mean import. There needs to be a balance and that means exports as well. Timor-Leste has many goods and services to offer the world. TITL Export Promotion Directorate is proud to support those enterprises that are playing a role in putting Timor-Leste on the international stage through providing high quality and unique offerings to our trading partners.

The increased interest and enthusiasm for the Export Awards has been tremendously encouraging. It is interesting to note that an established enterprise with a 20 year history and a newcomer in Timor-Leste have shared the accolades. There is an export future for Timor-Leste and TITL will continue to support and facilitate enterprises in realizing that future.

TITL will properly plan and implement the follow-up actions to measure the effectiveness of the awards through conducting frequent monitoring activities to enterprises that have been awarded with Export Awards.

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