

## EXPORT AWARDS



## 2019 SURVEY REPORT

Directorate of Export Promotion  
TradeInvest Timor-Leste  
November 2019

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## TERMS AND ABBREVIATIONS

CCI-TL	Chambers of Commerce and Industry Timor-Leste
CCT	Cooperativa Café Timor
ECA	Export Council of Australia
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	TradelInvest Timor-Leste
UNDP	United Nations Development Program

## 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.

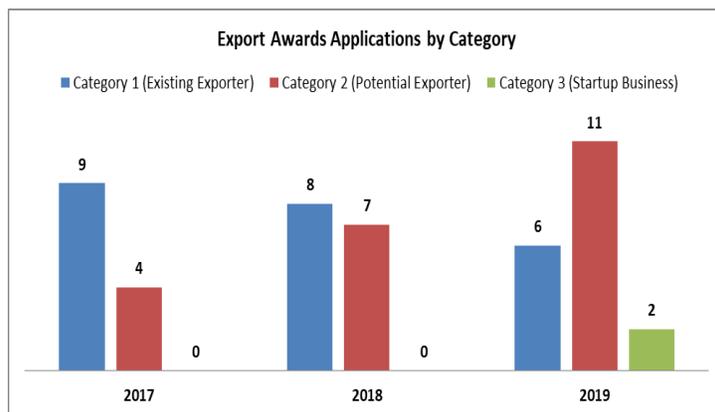
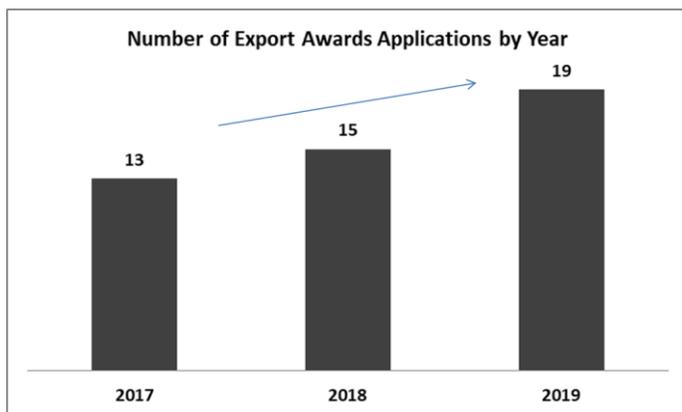
2019 marked the 3<sup>rd</sup> year of the TradelInvest Export Awards with sponsorship from Timor Plaza Hotel & Apartments, Palm Springs Hotel, Heineken Timor-Leste and Pertamina International Timor. With the sponsorship from the United Nations Development Program (UNDP) Timor-Leste, an additional category was awarded to start-up business with export orientation. The winner of the 2019 Export Awards first category was ACELDA as existing exporter of the year. ACELDA is located in Baucau Municipality, exports candlenut oil to Hawaii and China market, supplies local rice and cosmetic products to domestic market, employs 50 local people and engages with more than 100 local farmers.

The winner of the second category was Farm Pro as potential exporter of the year. Farm pro is based in Gleno, Ermera Municipality, selects specialty Arabica coffee as the primary export product, which will export internationally under the brand "FarmPRO Specialty Coffee". As part of marketing strategy, Farm Pro will export roast coffee directly to consumer in Australia under the brand "Timor Mountain". Farm Pro also engages in selling fresh vegetables to domestic markets and employs 11 Timorese staff.

The winner of the third category was Café Organiku Atsabe as start-up business of the year. Café Organiku Atsabe is located in Atsabe, Ermera Municipality, run by an energetic young Timorese with very small capital of investment. Café Organiku Atsabe focuses on high specialty coffee, has engaged in contract with Origin Coffee Australia and employs 2 permanent and volunteer local Timorese and 30 seasonal workers.

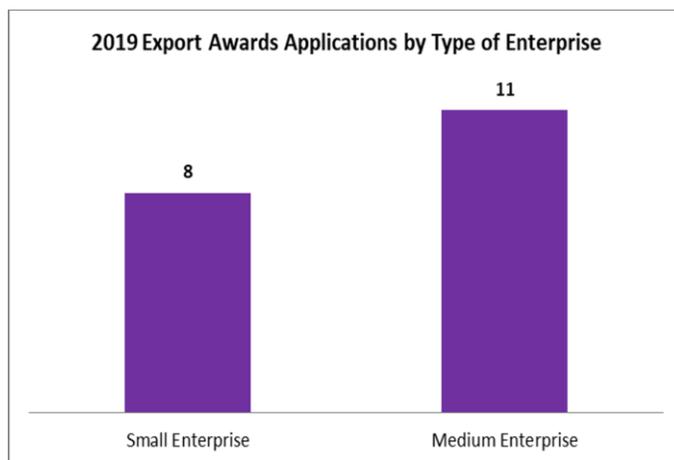
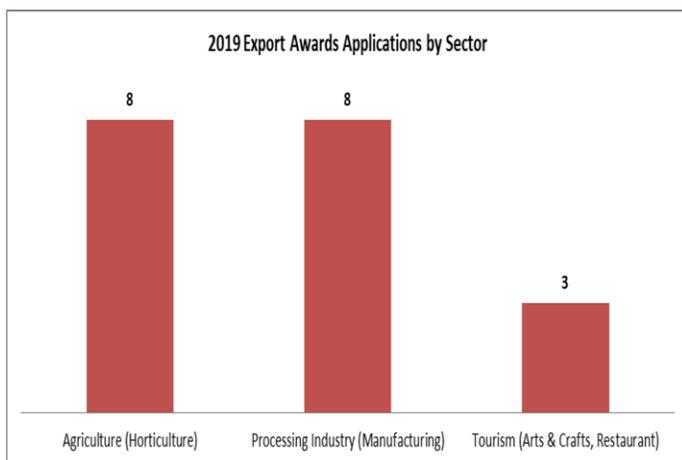
## APPLICATION STATISTICS

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). For the 2019 Export Awards, there were 19 applications in total (6 from existing exporters, 11 from potential exporters and 2 from start-up business).

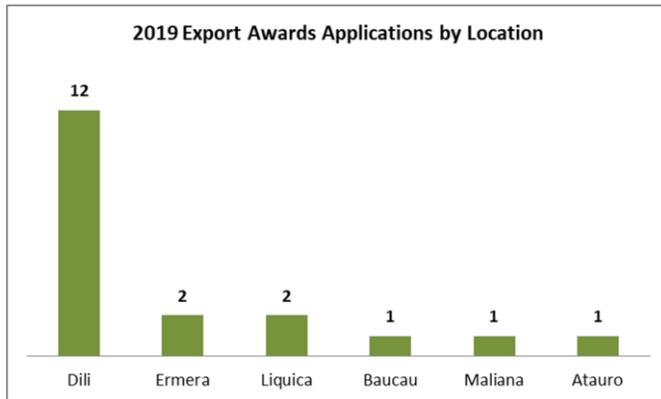


For the 2019 Export Awards, there were 8 applications from agriculture (horticulture) sector, 8 from processing industry (manufacturing) sector and 3 from tourism (arts and crafts, restaurant) sector.

By type of business, for the 2019 Export Awards, there were 8 applications from small enterprise and 11 from medium enterprise.



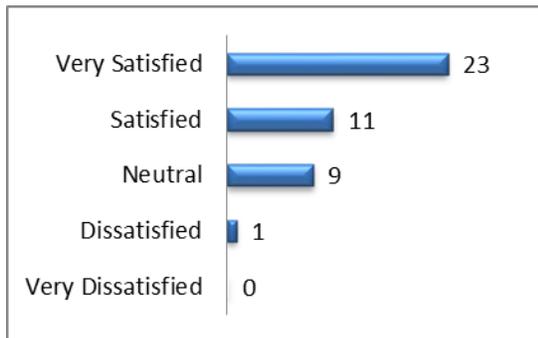
For the 2019 Export Awards, there were 12 applications from Dili, 2 applications from Ermera, 2 applications from Liquica, 1 application from Baucau, 1 application from Maliana and 1 application from Atauro



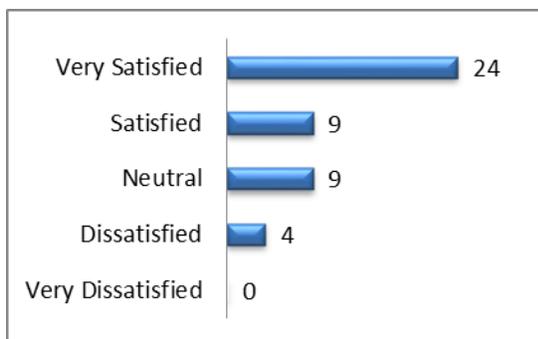
## SURVEY RESULTS

During the 2019 Export Awards presentation night, a survey form was circulated to collect the information about the level of satisfaction of the event. 51 respondents took part in the survey. Following are the results:

### 1. Overall how would you rate the 2019 Export Awards?

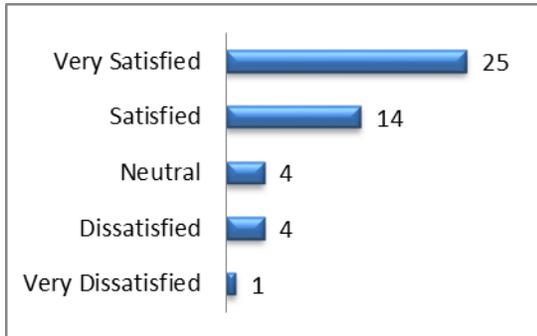


### 2. Guest list

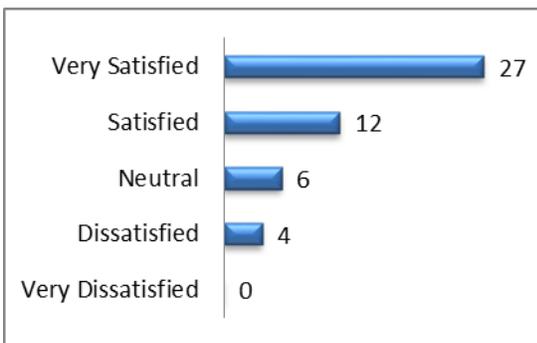




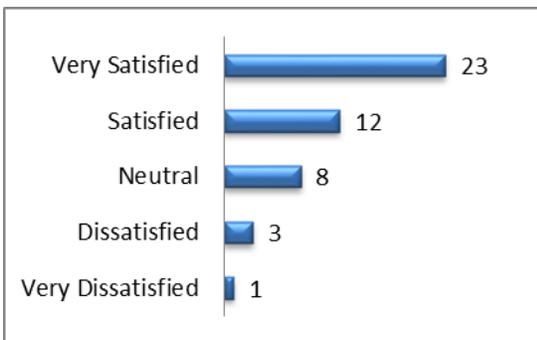
### 3. Scheduling and time



### 4. Venue

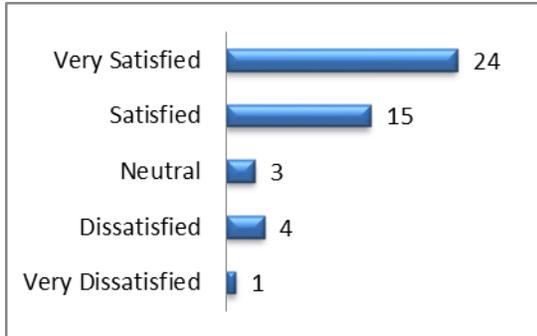


### 5. Catering

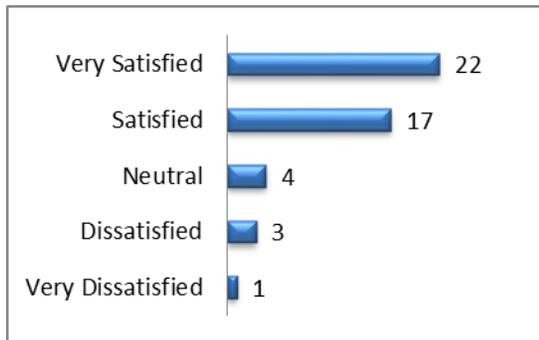




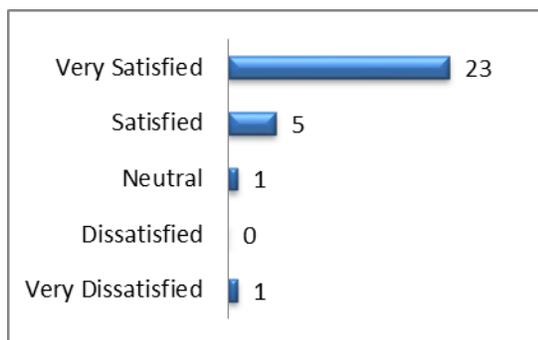
### 6. Speaker/s



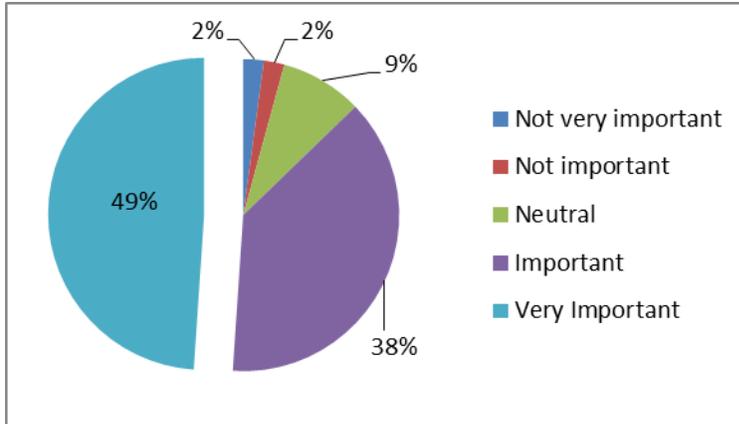
### 7. Award category



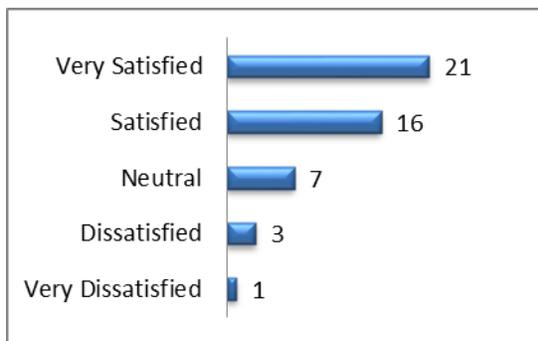
### 8. Registration



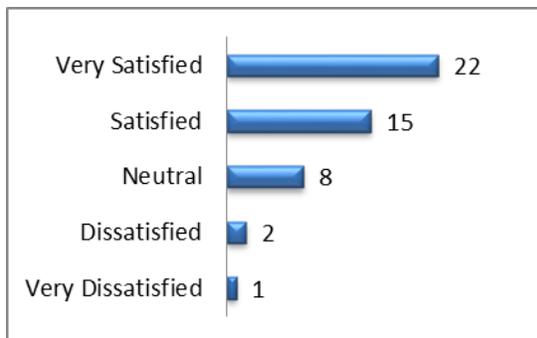
### 9. Importance of Export Award



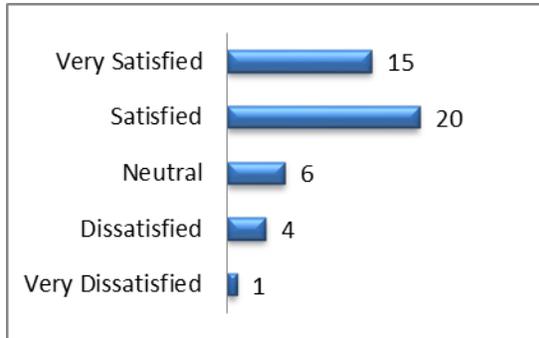
### 10. Reward for winners



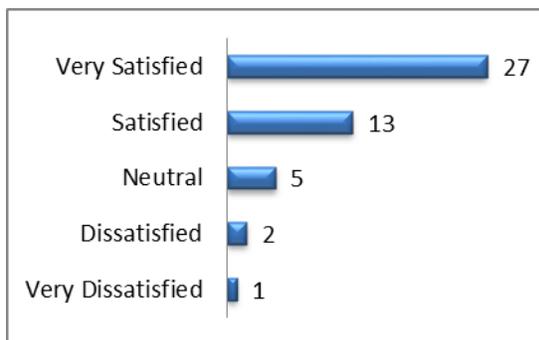
### 11. Quality of Entertainment (Dance Performance)



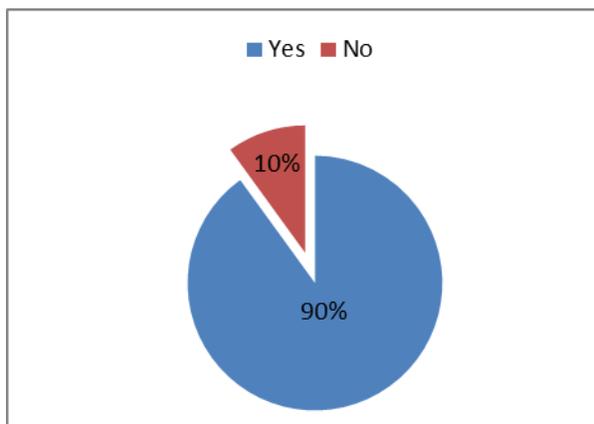
## 12. Audio-visual aids



## 13. Master of Ceremony (MC)



## 14. Recommendation of Export Awards to colleagues



## Analysis

In overall, the respondents were **very satisfied** with the 2019 Export Awards.

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

In addition, it appears that respondents were **satisfied** with audio-visual aids.

About 49% of all responses demonstrated that Export Awards was **very important** and 90% of respondents would recommend Export Awards to colleagues.

## 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 and committed 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. 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.

## DIRECTORATE OF EXPORT PROMOTION TEAM

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