



## U.S. DEPARTMENT OF COMMERCE

### International Trade Administration / U.S. Commercial Service

#### Application Instructions for The President's "E" and "E Star" Awards for Excellence in Exporting

*The President's "E" Award was created by Executive Order of the President on December 5, 1961 (EO 10978), to afford suitable recognition to persons, firms, or organizations which contribute significantly in the effort to increase United States exports.*

*The President's "E Star" Award, which was authorized by the Secretary of Commerce on August 4, 1969, affords continuing recognition of noteworthy export promotion efforts.*

#### I. TYPE OF AWARDS

The "E" and "E Star" Awards are divided into four categories:

1. The President's "E" Certificate for Exports
2. The President's "E" Certificate for Export Service
3. The President's "E Star" Award for Exports
4. The President's "E Star" Award for Export Service

The President's "E" Certificate for Exports is awarded to a firm or organization that has made significant contributions to the increase of American exports.

The President's "E" Certificate for Export Service is awarded to organizations that may or may not export directly, but which assist or facilitate export efforts through either financing, transportation, market promotion, or other such services.

The period of consideration for an "E" Award covers the most recent four (4) years of export operation or export service. The period for an "E Star" Award includes the most recent three (3) years of export operation or export service; however, no portion of the "E Star" period may overlap any portion of the "E" Award period.

The President's "E Star" Awards are awarded for continued superior performance in increasing or promoting exports. Only previous recipients of the "E" Award are eligible. The period of consideration covers the most recent three years of export operation; it does not overlap any portion of the period covered by the "E" Award; and the level of performance must exceed that for which the "E" Award was given.

#### II. DESCRIPTION OF THE AWARDS

"E" Award winners receive a certificate signed in the name and by the authority of the President by the Secretary of Commerce (and in the case of an agricultural product or service, by both the Secretary of Commerce and the Secretary of Agriculture), a lapel pin, and a white pennant with a large blue "E" on it to fly over

their plant or office.

"E Star" winners receive a certificate similarly signed reflecting the recipient's continued outstanding export contributions, a lapel pin with a star added, and pennant emblazoned with a blue star beside the "E".

#### III. WHO MAY APPLY

Any firm, partnership, corporation, association or organization (including state government organizations) that feels it has made a significant contribution to U.S. export expansion efforts and can meet the criteria is eligible to apply. U.S. subsidiaries of foreign owned or controlled corporations may also apply.

#### IV. HOW TO APPLY

Applicants should submit one signed hard copy and one electronic copy of a completed application form to a U.S. Export Assistance Center. To locate the nearest USEAC, call 1-800-USA-TRADE, or visit the Internet at <http://www.export.gov>.

All items should be filled in; insert "not applicable" in an item if that is the case. Use supplemental sheets to complete a justification narrative.

The U.S. Export Assistance Center will review and sign each application for completeness before forwarding to Washington, D.C. for further processing and presentation to the Interagency President's "E" Award Committee. Final selection will be made by the Secretary of Commerce.

#### V. SELECTION OF RECIPIENTS

All applications for the "E" and "E Star" Awards are reviewed by the Interagency President's "E" Award Committee, which is composed of representatives of U.S. government departments and agencies involved in export-related activities. The Committee, which meets periodically, considers each application on its individual merits. Those receiving favorable consideration are forwarded to the Secretary of Commerce for final selection in the name and by the authority of the President.

Applications receiving less than favorable consideration by the Committee are either deferred pending additional information or rejected; applicants are then notified of the Committee decision.

CAVEAT: As noted on page 1 of the application form, the

applicant authorizes any U.S. government department, agency or commission to provide the U.S. Department of Commerce with information pertaining to the applicant's eligibility and fitness to receive the award for which it is applying. If adverse information is received which is viewed serious enough to cause embarrassment to the U.S. Government should the "E" or "E Star" Award be granted, the Award will be denied.

Information contained in the application and its supporting material will be treated as business confidential information and will be protected from disclosure to the extent allowed by law. Lists of awardees will be made available to the public.

## VI. PREPARATION OF APPLICATION FORM

It is important to review carefully the instructions relating to each item on the application form and to insert not applicable in an item if that is the case. Failure to answer all items may delay processing the application. Use supplemental sheets to complete a justification narrative. In particular, several of the instructions require that certain types of applicants, e.g., export service industries and organizations, including financial institutions, export management companies, etc. furnish specific types of information.

**Item 1. ORGANIZATION INFORMATION:** Name of the organization as you would wish it to appear on the "E" Award Certificate. Please include the organization's tax ID number.

**Item 2. CONTACT INFORMATION:** Include a Point – of – Contact (POC) for the organization's nomination.

**Item 3. SIGNATURE:** The application should be signed by the organization President and/or CEO and dated.

**Item 4. TYPE OF ORGANIZATION:** Indicate if the firm is a manufacturer, services exporter, agricultural producer or service organization such as an export management company, freight forwarder, financial or educational institution, chamber of commerce, state agency. Indicate if the firm is listed on a public securities exchange or otherwise reports to the Securities and Exchange Commission (SEC).

**Item 5. EMPLOYEES:** Indicate the number of U.S. employees currently working for the organization and how many of this number are employed directly due to export activities, either production for export markets or management of international sales and marketing.

**Item 6. MAJOR PRODUCTS OR SERVICES EXPORTED:** To identify your product or service NAICS category, please access the following web site:  
<http://www.census.gov/epcd/www/naics.html>

**Item 7. USDOC/USEAC RECOMMENDING AWARD:** The signature of the U.S. Department of Commerce (USDOC), U.S. Export Assistance Center (USEAC) Director is required. Any application sent directly to the U.S. Department of Commerce in Washington will be returned for recommendation by the USEAC.

**Item 8. APPLICATION FOR:** Select one only.

**Item 9. EXPORT STATISTICS:** All applicants MUST illustrate increased exports and/or export service for the four-year period of consideration. Statistics must be given for the most recent four-year period to show a full three-year growth picture with dollar export sales figures representing exports from the United States only. Do not include income from licensing agreements or

dollar sales from overseas plants, but describe both in your narrative justification, and list income from licensing agreements separately as indicated. **It should be noted that although a rising trend in the volume of exports indicates a successful export expansion program, the rising trend would not, in itself, be regarded as a sufficient basis for the award.**

In addition:

• statistics should be given on the basis of actual export data, not estimated future projections.

• statistics which indicate a decline in exports or less than a significant year-to-year increase will not be favorably considered. Instead, delay submitting the application until such time as the export record meets the criteria.

• If military sales are involved in exports, there should be a breakdown of military versus non-military sales. This also applies to exports under concessionary government financing. An applicant whose exports consist essentially of foreign military sales does not qualify as a commercial competitor and shall be considered ineligible for the award.

• Applicants which are financial institutions applying for the "E" Award for Export Service, as opposed to the "E" Award for Exports, should provide the actual amounts of the various types of export financing extended to exporters for the four-year period, including:

- Total Lending Activities:
  - Domestic
  - International-export loans, import loans, Euro-dollar loans, loans to foreign banks, corporate entities and individuals
- Deposits
  - Demand
  - Time (including savings)
  - Deposits in its own foreign branches
- Other:
  - Acceptances
  - Letters of Credit (Both export and import)

• If the applicant is an Export Management Company (EMC), statistics must be given that demonstrate on a supplier or client account-by-account basis there has been a uniformly shared export expansion on a sustained basis.

Applicants for the "E Star" Award must meet the same criteria as for the "E" Award and exceed the level of export achievement of the "E" Award period. "E Star" applications submitted with erratic export figures will not be considered. The most recent three-year period of export operations or export service will be considered for the "E Star" and should not overlap any portion of the period covered by the "E" Award.

**Item 10. KEY EXPORTING CHALLENGES:** Self-explanatory.

**Item 11. JUSTIFICATION:** In a clear and concise manner, the applicant should: outline the organization's international marketing strategy, explain how the organization's international marketing strategy led to an increase in export sales and/or how the organization's effective international marketing plan enabled the firm to enter new international markets, how the organization met the challenges indicated in **Item 10** and indicate if and how your firm has worked with USG export promotion agencies (examples include USDOC, SBA & Export-Import Bank) in its

marketing efforts.

The justification may be illustrated using some of the following:

- A. Product or service manufactured.
- B. Information indicating whether the applicant employs an export intermediary firm in its international trade operations. If so, the name, relationship and amount of export business generated by each firm.
- C. Market research activities.
- D. Appointment/expansion of distributor network and/or joint ventures.
- E. Opening overseas offices.
- F. Establishment of overseas subsidiaries and/or warehousing facilities.
- G. Participation in overseas trade missions, trade fairs, trade shows, and other export promotion activities.
- H. Description of foreign competition.
- I. Introduction of new products or services into international trade, modifying or adjusting products or services for international markets, customizing products or services.
- J. Development of a market abroad for product not previously exported.
- K. Opening of new trade area previously closed or extremely limited to American companies because of difficult competitive conditions.
- L. Training of employees, both domestic and overseas.
- M. Promotional activities, including development of indigenous language materials and advertising/promotional materials.

Applicants for the President's "E" Award for Export Service should provide a clear and concise narrative of justification. Growth statistics and success stories, **five case studies** of new exporters or exporters that have markedly increased overseas sales that illustrate the significance and results of the trade promotion activities of the service industry or organization, should be included. In addition, the application should contain:

- a. A detailed description of the services provided and used by exporters, including increases and results for at least the past four years.
- b. A description of the promotional programs and statistical evidence of the effectiveness of these programs. This includes, but is not limited to, the following:
  - Distribution of trade opportunities
  - Assistance to exporters with trade documentation
  - Seminars, workshops and conferences conducted, including results by the exporter.
  - Sponsorship of overseas trade missions; results.
  - Opening of overseas offices.
  - Hosting overseas business visitors.
  - Promotion of local international facilities such as air terminals and port authorities.
  - Cooperation with USDOC/USEAC in sponsoring and promoting export-related activities and events.

Other non-manufacturers applying for the "E" Award for Export Service that promote and assist international trade must demonstrate effective marketing and promotional services extended to exporters and are required to include supplemental information as follows:

Freight forwarders (ocean transportation intermediaries) are defined in the Shipping Act of 1916 as persons handling the formalities incident to the dispatching of shipments by ocean-going common carriers on behalf of others. They are not shippers, consignees, sellers or purchasers, and do not have any beneficial interest in the shipment.

By definition, the statistics provided on business done by a freight forwarding company relate to the export activity of its clients. A forwarder must show an increase in the value of exports handled over the four-year period of the application, but not necessarily an increase in the number of shipments handled. The application must demonstrate identifiable results of programs or activities contributing to export expansion, which are over and above the reason for the existence of the business as defined above.

- development of a special expertise which has contributed to the expanded and orderly overseas marketing of specific products.
- cooperative efforts with ocean carriers to foster the availability of suitable equipment or service that contributed to expanded export sales.
- providing market guidance or periodic information specifically designed to encourage exporters.
- travel and attendance at conferences, trade shows, etc. for the purpose of promoting export trade.
- other activities which contribute, assist or facilitate exporting as outlined in the criteria and which exceed the normal activity of freight forwarding.

Agricultural applicants should note cooperative arrangements, joint projects and market promotion activities conducted with the US Department of Agriculture.

In addition, port authorities should provide information on any increase of new and established exports and export tonnage during the four-year period; educational institutions should provide statistical increases in attendance in addition to other expanded export-related activities; and other service organizations such as chambers of commerce and trade associations should demonstrate concrete results of programs which are over and above the reason for existence of the organization.

Applicants for the Presidents "E" Star Award for Exports and "E Star" Award for Export Service should provide similar information as that required for the "E" Award with emphasis on how marketing activities or services to exporters have increased since receiving the "E" Award. The date the "E" Award was received should also be stated.

All applicants will be notified of the final disposition of their case.

## VII. PREPARATION OF APPLICATION ADDENDUM

Copy and paste the text of the Addendum (IRS waiver) into Company letterhead, sign, date and attach to nomination.

In Adobe Acrobat: CTRL+A (select all), CTRL+C (copy) then CTRL+V (paste). Organizations may request Addendum, IRS waiver, in Microsoft Word format by sending an email to: [e.awards@mail.doc.gov](mailto:e.awards@mail.doc.gov)