



THE UMi

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# NORTHERN POWERHOUSE

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EXPORT AWARDS



PARTNER SPONSOR OPPORTUNITIES

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Department for  
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TEES VALLEY  
COMBINED  
AUTHORITY

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## NORTHERN POWERHOUSE EXPORT AWARDS 2022

It's never been more important that businesses across the Northern Powerhouse are inspired, celebrated, motivated and supported to start or continue exporting their goods and services. The Northern Powerhouse Export Awards will achieve that and much more... this campaign will seek to accelerate, champion and encourage businesses to do more and go further on their export journey. The campaign will:

- Provide a platform to engage aspirational and innovative businesses
- Build a showcase of existing exporters – demonstrating the breadth and depth of progressive businesses across the Northern Powerhouse
- Act as an enabler for partners across the public, private and Third sector to inform, educate, and raise awareness of key exporting themes, success drivers and the support available
- Inspire others to do more and in turn go further themselves
- Showcase the markets of opportunity for UK businesses

Quite simply the campaign will act as a catalyst to help share the future of the exporting landscape across the Northern Powerhouse.

The campaign will consist of a multimedia content campaign including articles, news features, podcasts, and round table discussions. The campaign will continue for 6 months prior to the delivery of a multimedia digital report featuring the awards nominees, insight led advice articles and case studies that will focus on key themes and sectors that we know need addressing. The campaign will culminate in a fantastic awards dinner for over 400 business representatives from across the Northern Powerhouse.



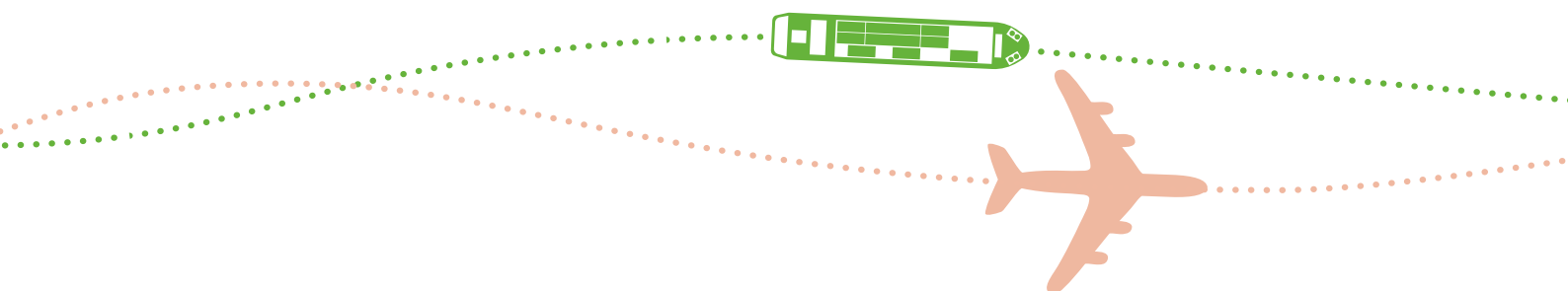
## NORTHERN POWERHOUSE EXPORT AWARDS 2022

### The Campaign

The 6 month long Northern Powerhouse Export Awards campaign will encourage businesses to look at International Trade as key factor in their future success. The campaign will not only focus on celebrating those who are already successfully exporting but also inspiring those who haven't yet started to export or who are early on their export journey to do more and go further. The Northern Powerhouse is a GREAT place to do business, and this campaign will help inspire businesses to increase their exporting potential and in turn achieve the Government's ambitious "Race to a Trillion" target of £1tr of annual exports by mid 2030s.

"Made in the UK, Sold to the world" is a campaign that Northern Powerhouse Export Awards is fully behind and our campaign would aim to support the objectives of DIT's 12-point strategy as much as possible through:

- Promotion of **the Export Support Service**
- Inspiring articles and updates about **The DIT HQ in Darlington**
- Raising awareness of **The ERDF Internationalisation Fund**
- Once again **working with UK Export Finance**
- Promotion of **the Export Academy**
- Inspiring articles and case studies with members of **the Export Champion Community**
- Raising awareness of DIT's new **UK Tradeshow Programme**
- Key focus on the **Freeports (Particularly those in the Northern Powerhouse)**



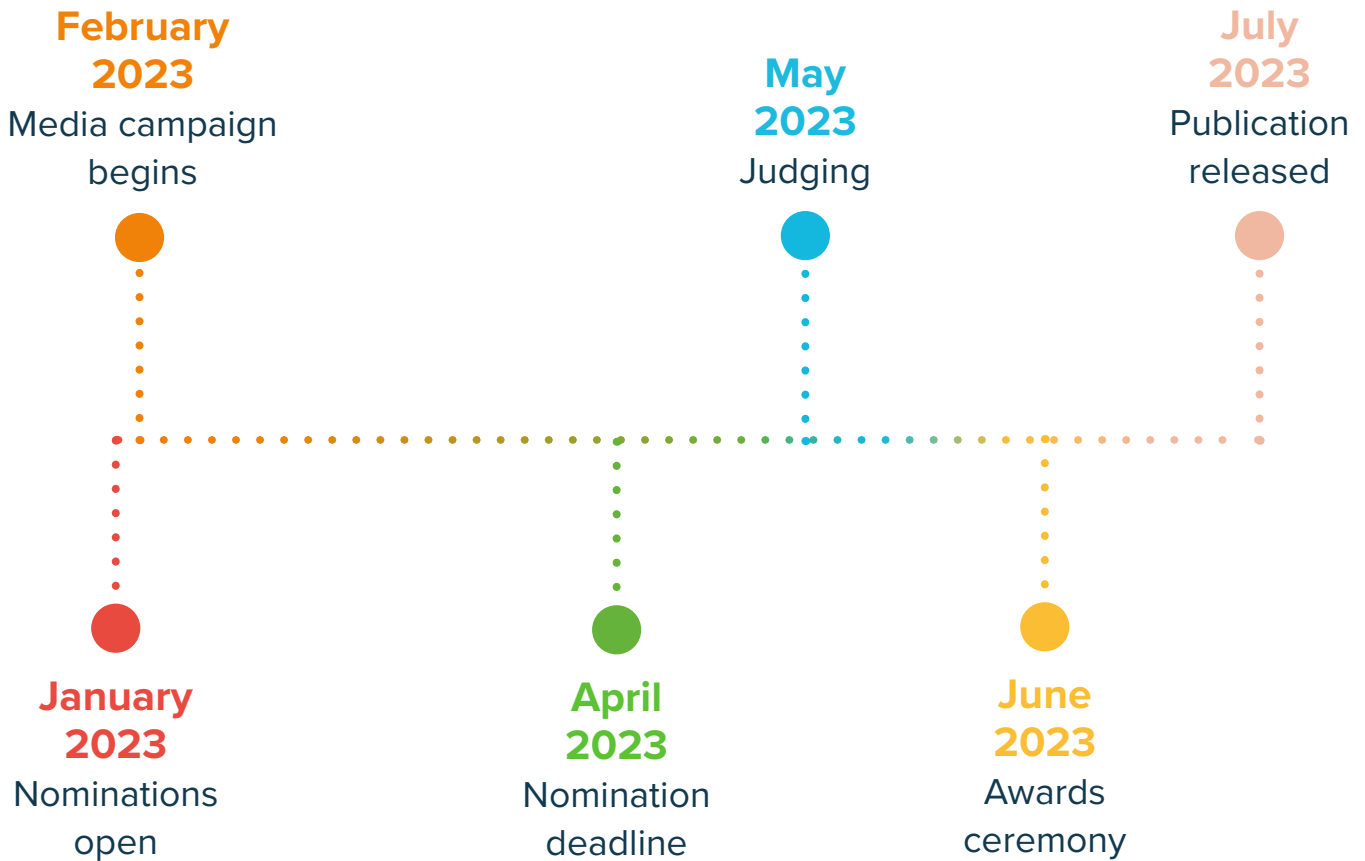
# NORTHERN POWERHOUSE EXPORT AWARDS 2022

## NET ZERO FOCUS

For the first time the Northern Powerhouse Export Awards will give a real focus to Net Zero. First of all a new category will be added for 2022 focussing on Clean Tech/Clean Economy, celebrating those businesses who are selling British solutions globally that will have a positive impact on our planet. In addition a new scoring element will be added to all nominations in order to support the Governments Net Zero Agenda. This will ensure an advantage, and increased exposure, will be given to business whose export practices are underpinned by core values: protecting the environment, tackling climate change, championing equality opportunities with a commitment to upholding rules-based trade.

The overall campaign will also carry a strong Net Zero theme throughout with regular articles, case studies and features focussing on this important agenda.

### The Timeline



## NPEA 2020 IN FIGURES...



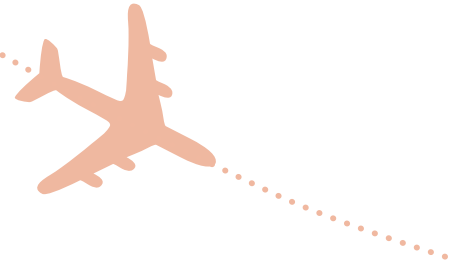
## NORTHERN POWERHOUSE EXPORT AWARDS 2020

The Northern Powerhouse Export Awards 2020, powered by UMi and in association with HSBC UK, Teesside University and Teesside International Airport, took place on 3 December, 2020. Due to COVID-19, we had to do things a little differently but our virtual awards ceremony, hosted by Charlie Charlton, best known as a senior BBC journalist for more than 20 years, still had all the prestige and the pizzazz that our other awards have enjoyed.

The event started with a special message from the Parliamentary Under Secretary of State (Minister for Exports) Graham Stuart MP before the results of our ten categories, which showcased the strength in international trade across the Northern Powerhouse were announced.

DB Orthodontics was named Exporter of the Year as well as Small Exporter of the Year.

**“To be recognised is absolutely amazing. We have such a strong team, and the awards are for everyone involved in the business.”** Sales Director Victoria Coppock, DB Orthodontics.



## NPEA 2020 PARTNERS

### Main Sponsors

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HSBC UK



### Category Sponsors

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Heathrow

### Event Partners

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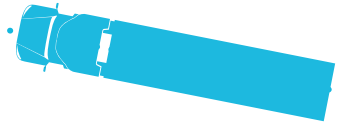
HANGAR 01



Sheffield City Region



Powered by 



## NPEA 2020 INDEX REPORT

To mark the 2020 awards, we created a special Index Report for the first time, extending the Northern Powerhouse Export Awards' reach even further.

**The digital publication not only featured an index of all the 2020 winners and shortlisted nominees, it also included:**

- An exclusive interview with the Parliamentary Under Secretary of State (Minister for Exports) Graham Stuart MP.
- Sector insights on the impact of collaboration, technology and innovation in exporting post-Brexit, gained from two roundtable discussions, sponsored by PD Ports and HSBC UK.
- Q&As with all winners, including what advice they'd give fellow exporters.
- A report on the announcement that Freeports are to be established in England and what this means for the North's export businesses.
- Our pick of the best read, watch and listen to resources that will help businesses go that extra mile on their exporting journeys.
- Judges profiles, sponsors profiles and editorial and advertorial content from our partners and sponsors

This special index, jam-packed with facts, insights, advice and resources, was shared with all the **47 shortlisted nominees, UMi's network and to 85 media outlets across the North.**

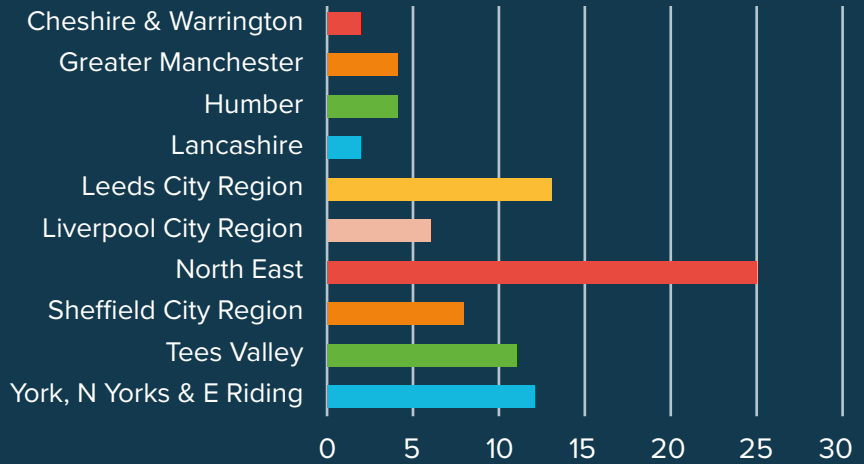
The full report can be viewed at: [www.northernexportawards.co.uk](http://www.northernexportawards.co.uk)



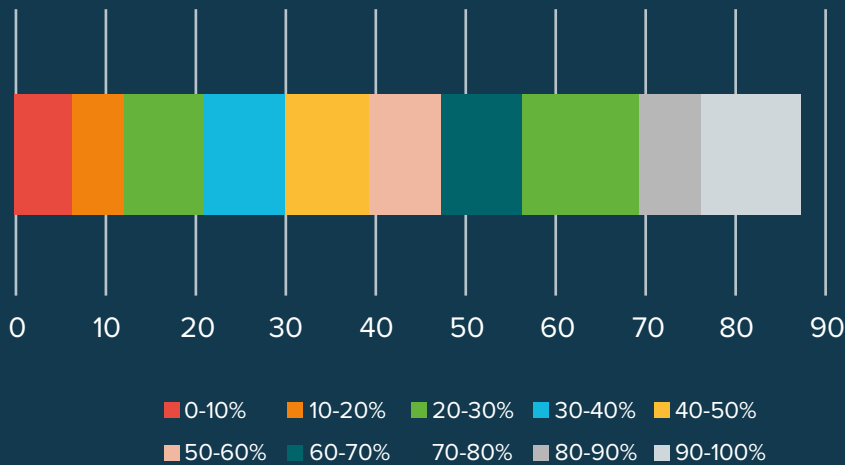
# NPEA 2020 REACH

**87**  
 nominations

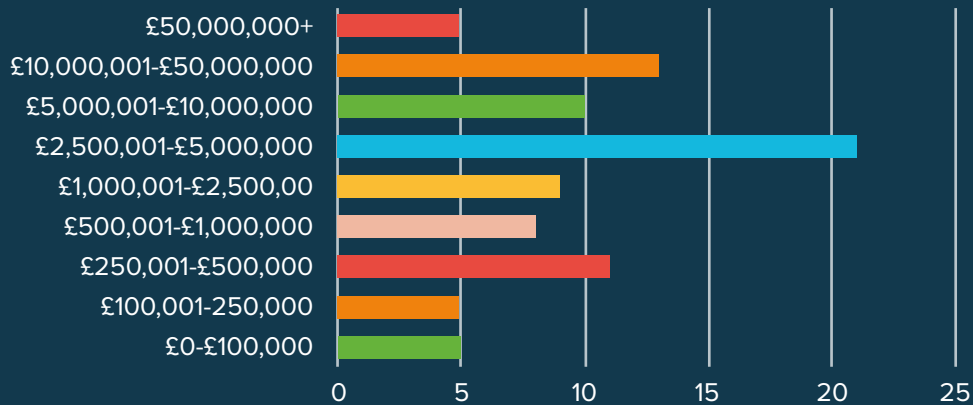
Location



% of turnover relating to export

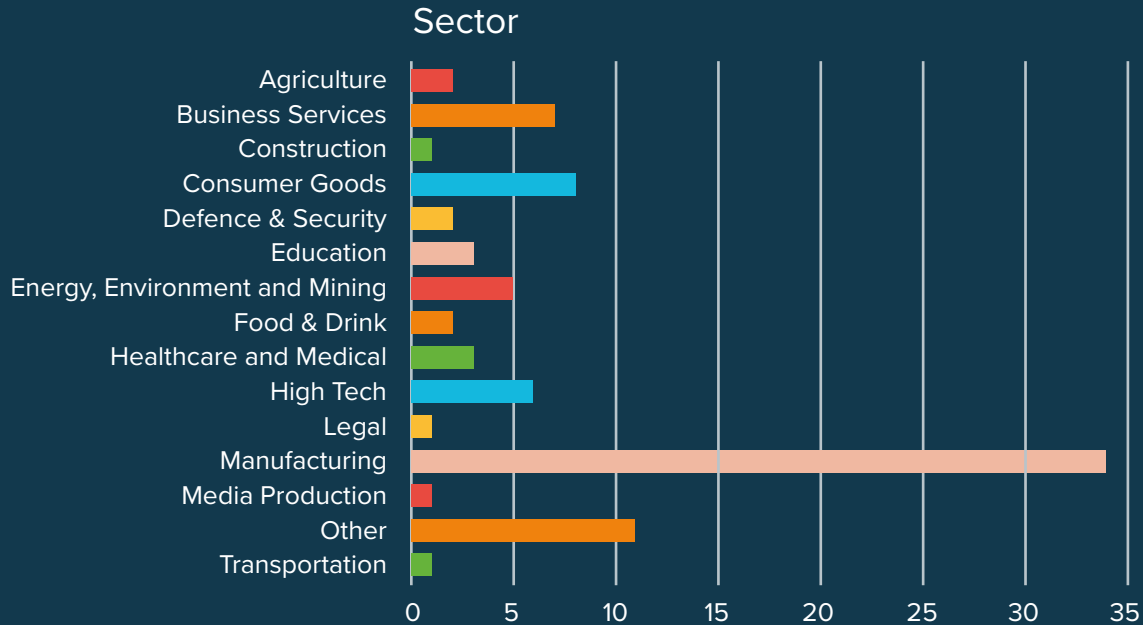


Company Turnover





## NPEA 2020 REACH



## NPEA 2020 DiGiTAL REACH



### Twitter

Total number of posts **185**  
 Likes **599**  
 Retweets **259**  
 Comments **39**

**Total Estimated Impression**  
**4,966,506**



### LinkedIn

Total number of posts **26**  
 Likes **369**  
 Comments **83**

**Total Estimated Impressions**  
**239,000**



### Facebook

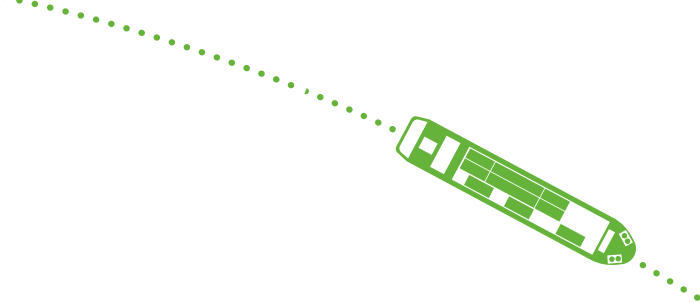
Total number of posts **23**  
 Likes **366**  
 Comments **42**  
 Shares **24**

**Total estimated impressions**  
**136,500**

### Overall

Total social media posts **234** | Total likes **1334** | Total Shares **283**  
 Total comments **164**

**Total estimated impressions 5,342,010**



## NPEA 2020 JUDGES' FEEDBACK

/// As a judge, trying to decide the Exporter of the Year was incredibly difficult as businesses across various sectors continued to show innovation, commitment and enthusiasm throughout a tumultuous year. Being on the panel and learning about the wealth of talent and expertise that sits within the Northern Powerhouse was truly inspiring and uplifting. ///

### Frans Calje

*Chief Executive Officer, PD Ports*

.....

/// It was an honour to be part of the judging panel and a privilege to read the fascinating stories of the excellent shortlisted entries from across the Northern regions who have continued to take their goods and services to the world despite the challenging economic conditions.”

“The diverse nature, size, experience and enthusiasm of the entrants made for really interesting reading and it was a real challenge for my fellow judges and me to choose the category and overall winners. ///

### Elaine Williamson

*Senior International Trade Director, HSBC UK*

.....

/// The range and calibre of the entrants was exceptional, covering a diverse range of sectors and industries from across the Northern Powerhouse region. The nominees had powerful and compelling stories of success in exporting and the winners from each category were worthy of their awards. The biggest surprise was DB Orthodontics, which exceeded all our expectations and proved beyond doubt that we have innovative companies with services and products that are world class. ///

### Suhail Aslam

*Director of Teesside Manufacturing Centre, Teesside University*

.....

/// The Northern Powerhouse Awards continues to bring forward companies with exemplar experience in exporting. I was delighted with the calibre of businesses and the innovation of all the businesses to build their global sales. ///

### David Coppock

*Former Regional Director at the Department for International Trade (DIT) North East*



## THE AWARD CATEGORIES

### **Most Entrepreneurial Exporter of the Year**

.....

A company that has demonstrated entrepreneurial flair within their export strategy.

### **Micro Exporter of the Year**

.....

Recognising outstanding achievements in export growth by a company in any industry with a turnover up to £2million.

### **Small Exporter of the Year**

.....

Recognising outstanding achievements in export growth by a company in any industry with a turnover of £2-£10million.

### **Large Exporter of the Year**

.....

Recognising outstanding achievements by a company in any industry with a turnover greater than £10million.

### **Export Team of the Year**

.....

The export team of the year award will recognise a team who can demonstrate significant added value to their business.

### **New to Export**

.....

A company that has been exporting for less than 2 years, whatever the age of the business.





## THE AWARD CATEGORIES

### E-commerce Exporter of the Year

.....

A company that through e-commerce has increased brand awareness, sales, and expanded into new markets while improving customer service.

### High Growth Market Exporter of the Year

.....

Awarded to a company demonstrating impressive export growth in high growth markets.

### Emerging Markets Exporter of the Year

.....

Awarded to a company demonstrating impressive export growth in emerging markets.

### Northern Powerhouse Exporter of the Year

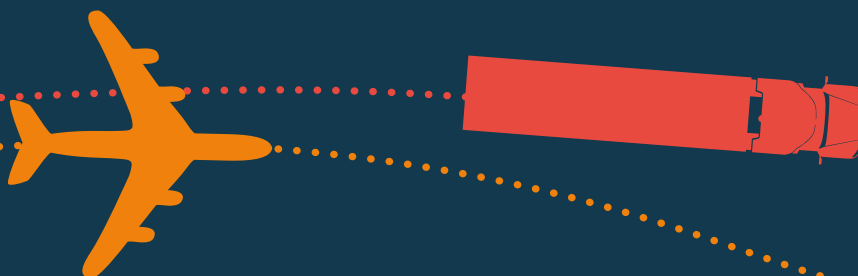
.....

This award will be presented to a company that has made an outstanding contribution to the North's export profile and success.

### **NEW** Net Zero Exporter of the Year

.....

Awarded to a company who is exporting good and services globally that will help meet the goal of a Net Zero economy.





## SPONSOR PACKAGES

Campaign/Event Benefits	Naming Rights £15,000	In Association £10,000	Category £3,500
Naming rights in all associated communications and content	<b>X</b>		
Table of ten at the awards	<b>x3</b>	<b>x2</b>	<b>x1</b>
On-stage speaking opportunity	<b>X</b>	<b>X</b>	
Nominate chosen charity	<b>X</b>		
Adverts, branding and profile in the event app	<b>X</b>	<b>X</b>	<b>X</b>
Position on the judging panel as appropriate	<b>X</b>	<b>X</b>	
Presentation of award category at the event	<b>X</b>	<b>X</b>	<b>X</b>
Digital content on all UMi media channels	<b>X</b>	<b>X</b>	<b>X</b>
Logo branding on all campaign elements	<b>X</b>	<b>X</b>	
Access to nominee entrant data subject to GDPR permissions	<b>X</b>	<b>X</b>	
Campaign social media tagging and promotion	<b>X</b>	<b>X</b>	<b>X</b>
Contribute up to three advice/opinion articles from your leadership team or news stories from your organisation, to also feature in daily e bulletin	<b>X</b>	<b>X</b>	<b>X</b>
Bespoke questions added into nomination process	<b>X</b>	<b>X</b>	
Webinar/podcast contributor	<b>X</b>	<b>X</b>	<b>X</b>
Webinar/podcast branding	<b>X</b>	<b>X</b>	<b>X</b>
Social media shout outs	<b>X</b>	<b>X</b>	<b>X</b>
Feature interview with key member of your leadership team	<b>X</b>	<b>X</b>	
Promotion of your products/services for opted in nominees	<b>X</b>	<b>X</b>	<b>X</b>
Inclusion in opt in list for further communications on nomination form	<b>X</b>	<b>X</b>	<b>X</b>
Corporate branding on stage/screens at the event	<b>X</b>	<b>X</b>	<b>X</b>
Corporate literature at the event	<b>X</b>	<b>X</b>	<b>X</b>
Promotional Stand/Banners	<b>X</b>	<b>X</b>	
Opportunity to supply promotional giveaways	<b>X</b>	<b>X</b>	<b>X</b>