



SCOTTISH EXPORT

iNDEX 2022



www.scottishexportindex.co.uk





SCOTTISH EXPORT INDEX

Celebrating Scotland's export success on the world stage.

THE CAMPAIGN

It's never been more important that Scottish business are inspired, celebrated, motivated and supported to start or continue exporting their goods and services. The Scottish Export Index will achieve that and much more. A campaign 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
- Demonstrate the breadth and depth of progressive businesses across Scotland
- Showcase the markets of opportunity for Scottish businesses
- Act as an enabler for partners across the public, private and 3rd 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

Quite simply the campaign will act as a catalyst to help shape the future of the exporting landscape across Scotland.

The campaign will consist of a multimedia content campaign including articles, news features, podcasts, and round table discussions, lasting 6 months prior to the development of a multimedia digital report which will showcase listed businesses, feature insight led advice articles and focus on the key themes and sectors that are outlined throughout this document. The campaign will culminate in a virtual celebration event and conference. (There may be scope to include an in-person event depending on sponsors appetite).

SCOTTISH EXPORT AWARDS 2019

- 151 nominations received
- Forty one exporters shortlisted representing £520m export turnover
- Over 119 Scottish export related articles, features and news stories
- Dedicated website received 5000 visitors during the last export campaign
- More than 500 guests at the awards dinner
- Social media posts to #ScotExport reaching over 40,000 people every week



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2022 EXPORT CATEGORIES

Micro Exporter

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

Emerging Markets Exporter

Recognising outstanding achievements of a company demonstrating impressive export growth in new emerging markets.

SME Exporter

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

High Growth Markets Exporter

Recognising outstanding achievements of a company demonstrating impressive export growth in high growth markets.

Large Exporter

Recognising outstanding achievements by a company in any industry with a turnover of £10million - £50million.

Food and Drink Exporter

Recognising outstanding achievements of a company demonstrating impressive export of Food and Drink products to global markets.

Macro Exporter

Recognising outstanding achievements by a company in any industry with a turnover of over £50million.

Net Zero Exporter

Recognising a company who is exporting goods and services globally that will help meet the goal of a Net Zero economy.

New to Export

Recognising outstanding achievements of a company that has been exporting for less than 2 years, whatever the age of the business.

High Value Manufacturing Exporter

Recognising outstanding achievements of a company demonstrating impressive export of High Value Manufacturing products and services products to global markets.

E-commerce Exporter

Recognising outstanding achievements of a company that through e-commerce has increased brand awareness, sales, and expanded into new markets while improving customer service.

Digital Exporter

Recognising outstanding achievements of a company demonstrating impressive export of Digital products and services to global markets.



SCOTTISH EXPORT INDEX

2022 will see an underlying theme of Net Zero

SUSTAINABILITY

The 2022 Scottish Export Index Campaign will have an underlying theme of Net Zero. This underlying theme will be present throughout the entire campaign through:

CAMPAIGN CONTENT

The most prominent theme of content for the media campaign would be around the Net Zero Agenda, and the impact Scotland is making on a global stage.

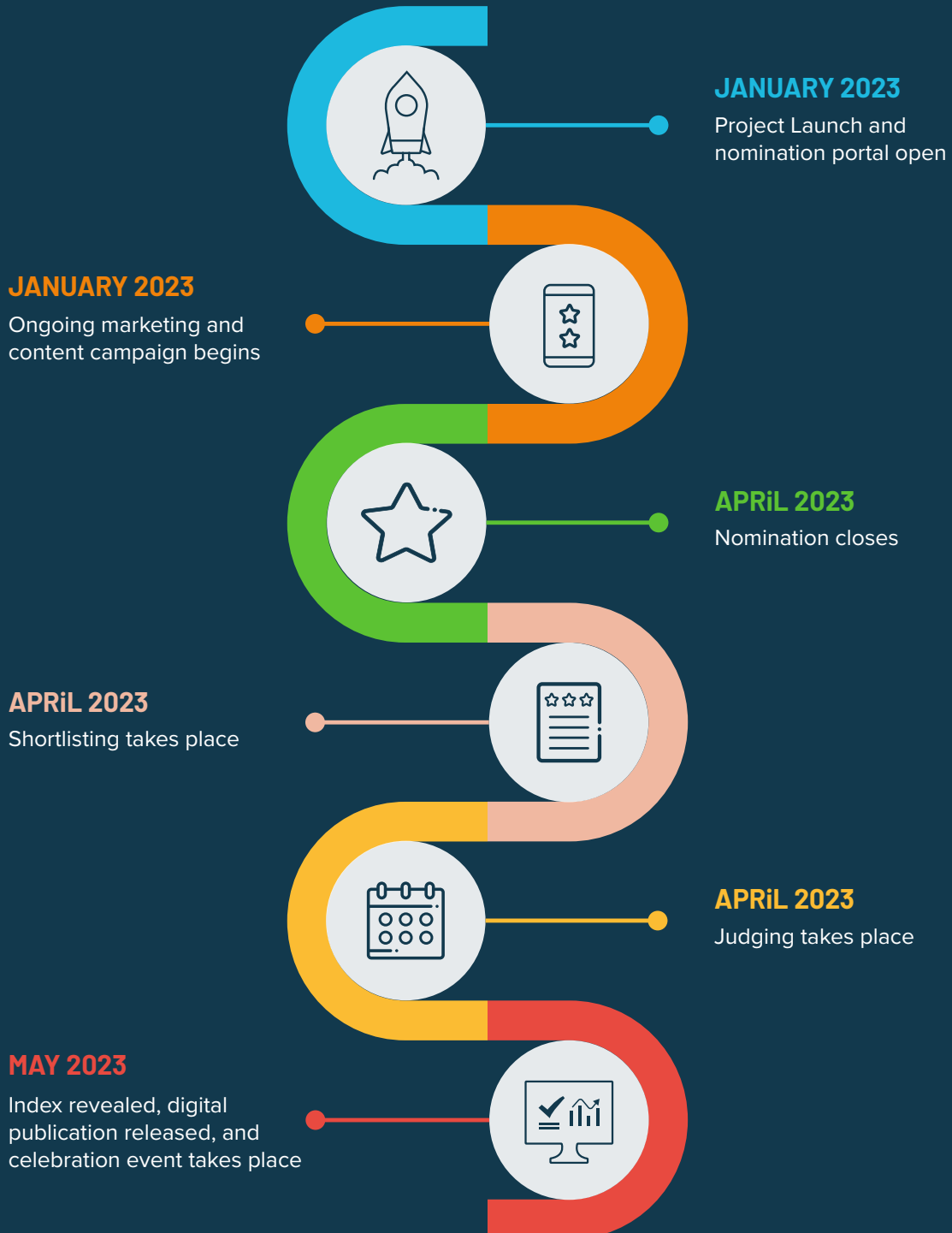
EXTRA RECOGNITION FOR SUSTAINABLE EXPORTERS

The judging criteria for entry into the Scottish Export Index will award higher scoring to businesses that can show they are a responsible exporter who takes action to reduce the carbon footprints of their export sales through embedding sustainable practices throughout their business operations and their supply chains.

NET ZERO CATEGORY

A new category will be added, showcasing the products and services that Scottish businesses are exporting to help meet the global demand for a Net Zero economy.

SUGGESTED TIMELINE



HEADLINE PARTNERSHIP – £5K

HEADLINE PARTNER BENEFITS

- Involvement and profile throughout extensive media campaign to highlight export success. Partners would benefit from content integration and branding, to align key messaging throughout the campaign reaching a nationwide audience of high growth SMEs
- Attendance and speaking opportunity with branding at the Scottish Export Index event that will bring together entrants, partners and all stakeholders involved
- Six months content provision/messaging across digital channels to include feature profile
- Six months continued profile and promotion across social media platforms
- Opportunity to sit on the dedicated selection panel for the Scottish Export Index
- Partner profile on the dedicated web platform and submission system
- Access to entry data through the selection process
- Ability to target Scottish Export Index entrants subject to GDPR permissions being granted

CATEGORY SPONSORSHIP – £1K

CATEGORY SPONSOR BENEFITS

- Branding present throughout Scottish Export Index media campaign
- Presentation of award category at the virtual event
- Six months content provision/messaging across digital channels to include feature profile
- Six months continued profile and promotion across social media platforms
- Opportunity to sit on the dedicated selection panel for the Scottish Export Index
- Profile on the dedicated web platform and submission system
- Access to nomination data through the selection process
- Ability to contact Scottish Export Index entrants subject to GDPR permissions being granted