



APEXBRASIL - EXAME AWARD: THE BEST OF INTERNATIONAL BUSINESS 2025

PARTICIPATION RULES

The Award

- 1.1** The **ApexBrasil - Exame Award: The Best of International Business 2025** is conceived and offered by the Brazilian Trade and Investment Promotion Agency (ApexBrasil), along with Exame magazine.
- 1.2** Free of charge, the **ApexBrasil - Exame Award: The Best of International Business 2025** aims to recognize Brazilian companies or companies operating in Brazil, cooperatives, startups, exporters, sectoral entities, private equity funds and investment companies that have stood out in exporting and attracting investments in the period from January 2024 to June 2025 with transformative actions or initiatives to strengthen Brazil's position in the international market.
- 1.2.1** The search for digital solutions, transformative and innovative entrepreneurship, gender equity, regional development and sustainability are factors that shall be taken into account and emphasized when evaluating the performance of Brazilian companies in international business, in line with ApexBrasil's [Strategic Plan 2024-2027](#).

Categories

2. The **ApexBrasil - Exame Award: The Best of International Business 2025** covers 18 (eighteen) categories.

CATEGORY 1 - EXPORTING COMPANY OF THE YEAR (MICRO, SMALL OR MEDIUM-SIZED BUSINESS):

Objective: To honour the Brazilian exporting company, classified as a Microenterprise (ME), Small Business (EEP) or Medium Business (EMP) that is an ApexBrasil client and that has stood out the most **in its internationalization process**. The winner will be the one that, in the opinion of the Judging Committee, embodies the principles that permeate ApexBrasil's current strategic vision. As a direct homage, there will be no for this application process category.



CATEGORY 2 - EXPORTING COMPANY OF THE YEAR (LARGE BUSINESS):

Objective: To pay homage to the Brazilian exporting company, classified as a Large Business (EGP), that is an ApexBrasil client and which has stood out the most **in its internationalization process**. The winner will be the one that, in the opinion of the Judging Committee, embodies the principles that relies on ApexBrasil's current strategic vision. As a direct tribute, there will be no application process for this category.

CATEGORY 3 - PROMOTION OF SOCIO-BIODIVERSITY:

Objective: Reward the exporting company that incorporates innovative environmental and social sustainability practices into its production process, based on the cultural knowledge of traditional populations, creating added socio-environmental value. The category highlights initiatives that effectively contribute to the development of local communities and strengthen the company's strategy for entering the international market.

Participants: Participation is restricted to Brazilian companies or exporting cooperatives, which export directly or indirectly, of any kind, of all sizes and from any region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page: **The Best of International Business 2025**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 points):

Criterion	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office,</i>	No: 0 Points Yes: 1 Point



<i>own office, strategic partnership, product licensing and franchising.</i>	
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Corporate Practices (up to 10.0 points):

Criteria	Score
The company makes sustainable use of native species in the exported product?	No: 0 Point Yes: 1 Point
The company has an auditable production chain traceability system (origin, group, location and community)?	No: 0 points Partial: 1 point Yes: 2 points
More than 50% of suppliers are from local or traditional communities?	No: 0 points Yes: 1 Point
The input price paid to local communities is above the conventional market value?	No: 0 Points Yes: 1 Point
The company has a formal policy of non-association with deforested areas?	No: 0 Point Yes: 1 Point
The company has a published and implemented socio-biodiversity policy?	No: 0 Point Yes: 1 Point
The company has any certification related to socio-biodiversity or good sustainable practices (e.g. ISO 14001, ISO 500001, Green Seal or Sector Specific Certifications)?	No: 0 Point Yes: 1 Point
The company develops sustainable projects and initiatives (e.g. reforestation or preservation of native areas or reuse of waste as by-products)?	No: 0 Point Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 points):

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating how the company adopts innovative environmental and social sustainability practices, based on the traditional knowledge of local communities. Suggested topics:

- Exported product or service integration into the socio-biodiversity chain.
- Sustainable technologies and practices applied in production.
- Environmental preservation and restoration actions.
- Projects intended to adding socio-environmental value and their impact on communities.
- Partnerships with local communities, NGOs, research and development institutions.
- Disclosure of environmental and social impact reports.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries to determine the information.



Calculating the Final Score

$(\text{Exports} \times 0.3) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.4)$.

CATEGORY 4 - REGIONAL DEVELOPMENT

Objective: To reward the exporting company that adopts practices that have the best impact on the economic, social and environmental development of the North and/or Northeast regions, based on export activity.

Participants: Participation is restricted to Brazilian companies or exporting cooperatives, with direct or indirect exporting operations, of any kind, of all sizes and from any region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the FORM on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 points):

Criterion	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point





Corporate Practices (up to 10.0 points):

Criteria	Score
The company is located in the North and/or Northeast regions (headquarters or branches)?	No: 0 Points Yes: 2 Points
More than 50% of suppliers are from the North and/or Northeast?	No: 0 Points Yes: 2 Points
The company invests in the local economy?	No: 0 points Yes: 2 points
The company invests in employee education and training programs?	No: 0 Points Yes: 2 points
The company develops sustainable projects and initiatives?	No: 0 Points Yes: 1 Point
Holds a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points):

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating how the company has a positive impact on the economic, social and environmental development of the North and/or Northeast regions, based on its export activity. Suggested topics:

- Direct jobs offered locally by the company or local partners in the region, as a result of exporting activity.
- Investments in the local economy in favor of productive diversification and nationally relevant arrangements.
- Investment to increase the qualifications of the local workforce.
- Partnerships with local communities and NGO's for regional development.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries to determine the information.

Calculation of the Final Score:

$(Exports \times 0.3) + (Corporate Practices \times 0.3) + (Case Report \times 0.4)$.

CATEGORY 5 - LEADERSHIP AND DIVERSITY

Objective: To reward the exporting company that adopts a public commitment to diversity and inclusion in its leadership and corporate practices, promoting equal opportunities and valuing historically under-represented groups. The category recognizes initiatives that generate positive social and economic impact, contributing to a fairer, more plural and competitive business environment.

Participants: Participation is restricted to Brazilian companies or exporting cooperatives, with direct or indirect, of any kind, of all sizes and from any region of the country, which have diverse leadership and implement effective inclusion policies.



Diverse leadership: Diverse leadership is considered to be formed of people belonging to under-represented groups, such as women, black people, indigenous people, LGBTQIAPN+, people with disabilities, among others, in decision-making positions (board, council, presidency or equivalent positions).

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the FORM on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Exports (up to 10.0 points):

Criterion	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The company has historically under-represented groups in management positions?	Up to 30%: 0 Points From 31 to 50%: 1 Point From 51 to 100% 2 Points
The company has historically under-represented groups in its workforce?	Up to 30%: 0 Points From 31 to 50%: 1 Point From 51 to 100% 2 Points
The company has formal gender equity and diversity inclusion policies?	No: 0 Points Yes: 0.5 Points
The company implemented actions against harassment, discrimination and violence?	No: 0 Point Yes: 0.5 Point



The company has an organizational climate conducive to fairness, as evidenced by internal satisfaction surveys?	No: 0 Point Yes: 0.5 Point
The Company received international investment, incentives or financing?	No: 0 Points Yes: 0.5 Points
More than 50% of the company's suppliers are led by historically under-represented groups?	No: 0 Point Yes: 1 Point
The company offers products or services focused on solving specific problems of historically under-represented groups?	No: 0 Point Yes: 1 Point
The company has projects aimed at empowering historically under-represented groups?	No: 0 Point Yes: 1 Point
The company promote partnerships with public and/or private, national and/or international institutions to strengthen diversity?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating how the company adopts a public commitment to diversity in its business model, accepting concrete goals, implementing tools and executing initiatives that impact historically socially and economically underrepresented groups.

Suggested topics:

- Company's history, its value proposition, the product and/or service it exports.
- Growth of the company's exports over the period evaluated.
- Strategies and actions aimed at promoting diversity and inclusion in leadership and the corporate environment.
- Social and economic impacts generated by the company on Brazilian society, focusing on its diversity initiatives.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries to determine the information.

Calculation of the Final Score:

$(Exports \times 0.3) + (Corporate Practices \times 0.3) + (Case Report \times 0.4)$.

CATEGORY 6 - COOPERATIVISM

Objective: To reward the cooperative that has most stood out in promoting productive inclusion, income generation and sustainable development through export activity, with a positive impact on the communities involved.

Participants: Brazilian exporting cooperatives of any size, sector and region of the country may apply.



How to participate: Entries will be made by filling in the FORM on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Exports (up to 10.0 points):

Criterion	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The cooperative operates in the North and/or Northeast?	No: 0 Points Yes: 1 Point
The cooperative promotes the productive inclusion of vulnerable groups (e.g. women, young people, traditional communities)?	No: 0 Points Yes: 2 Points
The cooperative offers training programs for its members?	No: 0 Points Yes: 2 Points
The cooperative has certifications or recognitions related to sustainability, fair trade or good cooperative practices?	No: 0 Points Yes: 1 Point
The cooperative participates in national/international networks, forums or organizations promoting cooperativism?	No: 0 Point Yes: 2 Points
The cooperative adopts participatory governance practices, involving members in strategic decisions?	No: 0 Points Yes: 1 Point
The cooperative has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)



Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the cooperative's strategies and actions in promoting local development and productive inclusion, income generation and sustainable development through exports. Suggested topics:

- Active participation of cooperative members in strategic decisions.
- Training and capacity-building programs for cooperative members.
- Productive inclusion and income generation actions.
- Social and environmental impact projects.

Complementary evidence (up to 3 files): The cooperative can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries to determine the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.3) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.4)$.

CATEGORY 7 - INDUSTRY (MICRO, SMALL OR MEDIUM BUSINESSES)

Objective: To reward a company, classified as a Micro business (ME), Small Business (EEP) or Medium Business (EMP), in the industrial segment whose strategies, initiatives or projects have had a significant impact on exportation performance in the evaluated period.

Participants: Brazilian companies in the industrial segment that have exported their products, classified by the Brazilian Federal Revenue Service as a Micro business (ME), Small Business (EEP) or Medium Business (EMP), regardless of their level of maturity and the region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 points):

Criterion	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point



The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website or communication or packaging material in a foreign language?	No: 0 Points Yes: 2 Points
The company carried out any international marketing campaigns or actions for the export market?	No: 0 Points Yes: 2 Points
The company has the international certification required or valued for exports?	No: 0 Point Yes: 2 Points
The company develops sustainable projects and initiatives (e.g., reforestation or preservation of native areas or reuse of waste as by-products)?	No: 0 points Partial: 1 point Yes: 2 points
The company has recognized certifications for good sustainable practices (e.g., ISO 14001, ISO 500001, Green Seal or Sectorial Specific Certifications)?	No: 0 points Yes: 1 Point
The company has a Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that contributed to its export success. Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or growth in existing markets;
- Participation in trade promotion activities (expos, exhibitions, business rounds);
- Campaigns or action marketing and/or international promotion;
- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your products on the market;
- Collaboration with public or private institutions that have contributed to your export efforts.



Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that prove the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.3)$.

CATEGORY 8 - INDUSTRY (LARGE BUSINESS)

Objective: To reward large Brazilian business in the industrial segment whose strategies, initiatives or projects have had a significant impact on their export performance.

Participants: Brazilian companies in the industrial segment that have exported their products, classified by the Brazilian Internal Revenue Service as a Large Business (EGP), regardless of their level of maturity and region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 points):

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point



Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website or communication or packaging material in a foreign language?	No: 0 Points Yes: 2 Points
Carried out any international marketing campaigns or actions for the export market?	No: 0 Points Yes: 2 Points
The company has the international certification required or valued for exports?	No: 0 Point Yes: 2 Points
The company develop sustainable projects and initiatives (e.g., reforestation or preservation of native areas or reuse of waste as by-products)?	No: 0 points Partial: 1 point Yes: 2 points
The company has recognized certifications for good sustainable practices (e.g. ISO 14001, ISO 500001, Green Seal or Sector Specific Certifications)?	No: 0 points Yes: 1 Point
The company has a Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that have contributed to export success. Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand in existing markets;
- Participation in commercial promotion actions (expos, exhibitions, business rounds);
- Marketing campaigns and/or International promotion;
- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your products on the market;
- Collaboration with public or private institutions that have contributed to your export efforts.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Success Report} \times 0.3)$.

CATEGORY 9 – EXPORT TRADING COMPANIES



Objective: To reward export trading companies whose strategies, initiatives or projects have had a significant impact on export performance.

Participants: Export trading companies of any level of maturity from any region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Exports (up to 10.0 points):

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The company operates in the North and/or Northeast?	No: 0 Points Yes: 1 Point
The company promotes trade in Latin America and/or Africa?	No: 0 Point Yes: 1 Point
The company has a website or communication material in a foreign language?	No: 0 Points Yes: 1 Point



The company uses digital tools for export management?	No: 0 Point Yes: 1 Point
The company offers specialized services to exporting companies (trade representation, logistics and export operations, documentation and customs clearance, foreign exchange and financial management, commercial intelligence and market research, regulatory and contractual consultancy)?	No: 0 Points Up to 2 services: 1 Point 3 or more services: 2 Points
The company has recognized international certifications?	No: 0 Points Yes: 1 Point
The company develops sustainable projects and initiatives?	No: 0 Point Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that have contributed to export success.

Suggested topics:

- Number of companies represented, especially in areas with low export density.
- Number of Micro and Small businesses (MSEs) represented, as well as the number that actually exported during the evaluated period.
- Innovative strategies or initiatives aimed at expanding new international markets.
- Strategies adopted to tackle commercial, logistical or regulatory barriers.
- Partnerships or representations abroad that have contributed to the presence of your clients.
- Participation in commercial promotion activities (expos, exhibitions, business rounds).

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Final grade calculation:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.3)$.

CATEGORY 10 - SERVICES (MICRO, SMALL OR MEDIUM BUSINESSES)

Objective: To reward a company in the services segment, classified as a Micro Business (ME), Small Business (EEP) or Medium Business (EMP), whose strategies, initiatives or projects have had a significant impact on export performance in the period evaluated.

Participants: Brazilian companies in the services segment exporting directly or indirectly, classified by the Brazilian Federal Revenue Service as a



Micro Business (ME), a Small Business (EEP) or a Medium Business (EMP), regardless of their level of maturity and region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Exports (up to 10.0 points):

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website or communication material in a foreign language?	No: 0 Points Yes: 1 Point
Carried out any international marketing campaigns or actions for the export market?	No: 0 Point Yes: 1 Point
The company entered into any international partnerships or co-productions during the evaluated period?	No: 0 Point Yes: 2 Points
The company took part in international fairs or business roundtables (international or national) during the evaluated period?	No: 0 Points Yes: 2 Points
The company received foreign investment in the last 3 years?	No: 0 Points



	Yes: 2 Points
The company develops sustainable projects and/or initiatives?	No: 0 Point Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that have contributed to export success.

Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand in existing markets;
- Participation in trade promotion activities (fairs, exhibitions, business rounds);
- International marketing and/or promotion campaigns;
- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your services on the market;
- Collaboration with public or private institutions that have contributed to your export efforts.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(Exports \times 0.4) + (Corporate Practices \times 0.3) + (Case Report \times 0.3)$.

CATEGORY 11 - SERVICES (LARGE COMPANIES)

Objective: To reward a company in the services segment, classified as a Large Business (EGP), whose strategies, initiatives or projects have had a significant impact on export performance in the period evaluated.

Participants: Brazilian companies in the services segment that have exported directly or indirectly, classified by the Brazilian Federal Revenue Service as a Large Business (EGP), regardless of their level of maturity and region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information regarding to the following aspects: **Exports, Corporate Practices and Case Report.**



Evaluation criteria:

Exports (up to 10.0 points):

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point

Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website or communication material in a foreign language?	No: 0 Points Yes: 1 Point
Carried out any international marketing campaigns or actions for the export market?	No: 0 Point Yes: 1 Point
The company has any international partnerships or co-productions during the period evaluated?	No: 0 Points Yes: 2 Points
The company took part in international fairs or business roundtables (international or national) during the period evaluated?	No: 0 Points Yes: 2 Points
The company received foreign investment in the last 3 years?	No: 0 Points Yes: 2 Points
The company develops sustainable projects and/or initiatives?	No: 0 Point Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the



company's strategies and actions that have contributed to export success.

Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand in existing markets;
- Participation in trade promotion activities (fairs, exhibitions, business rounds);
- Marketing and/or international promotion campaigns;
- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your services on the market;
- Collaboration with public or private institutions that have contributed to your export efforts.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.3)$.

CATEGORY 12 - AGRO (MICRO, SMALL OR MEDIUM BUSINESSES)

Objective: To reward a company, classified as a Micro business (ME), Small Business (EEP) or Medium Business (EMP), in the food, beverage and agribusiness sector, whose strategies, initiatives or projects have had a significant impact on exportation performance in the evaluated period.

Participants: Brazilian companies in the food, beverage and agribusiness sector that have exported their products, classified by the Brazilian Federal Revenue Service as Micro Business (ME), Small Business (EEP) or Medium Business (EMP), regardless of their level of maturity and the region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information regarding to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Exports (up to 10.0 Points)

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 points Up to 10%: 1 point Greater than or equal to 10%: 2 points



The company exported in 2025?	No: 0 Points Yes: 2 points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 points Up to 10%: 1 point Greater than or equal to 10%: 2 points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Point Yes: 1 Point
There was an increase in the volume exported (tons) in 2024 compared to 2023?	No: 0 points Up to 10%: 1 point Greater than or equal to 10%: 2 points

Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website, packaging or communication material in a foreign language?	No: 0 Points Yes: 2 Points
Carried out any international marketing campaigns or actions for the export market?	No: 0 Points Yes: 2 Points
The company has the international certification required or valued for exports?	No: 0 Point Yes: 2 Points
The company develops sustainable projects and initiatives (e.g., reforestation or preservation of native areas or reuse of waste as by-products)?	No: 0 points Yes: 2 points
The company has recognized certifications for good sustainable practices (e.g., ISO 14001, ISO 500001, Green Seal or sector-specific certifications)?	No: 0 points Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that have contributed to export success.

Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand in existing markets;
- Participation in trade promotion activities (fairs, exhibitions, business rounds);
- Marketing promotions and/or international promotion;



- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your products on the market;
- Collaboration with public or private institutions that have contributed to your export efforts.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.3)$.

CATEGORY 13 - AGRO (LARGE BUSINESSES)

Objective: To reward a large Brazilian company in the food, beverage and agribusiness sector whose strategies, initiatives or projects have had a significant impact on export performance in the evaluated period.

Participants: Brazilian companies in the food, beverage and agribusiness sector that have exported their products, classified by the Brazilian Federal Revenue Service as a Large Business, regardless of their level of maturity and the region of the country.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information regarding to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 Points)

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 2 Points
The share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the number of products and/or services exported in the previous 18 months?	No: 0 Point Yes: 0.5 Points
The company exported to new markets from January 2024 to June 2025?	No: 0 Point



	Yes: 0.5 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point
There was an increase in the volume exported (tons) in 2024 compared to 2023?	No: 0 Point Up to 10%: 1 Point Greater than or equal to 10%: 2 Points

Corporate Practices (up to 10.0 Points)

Criteria	Score
The company has product packaging in a foreign language?	No: 0 Points Yes: 1 Point
Has a packaging development program for the international market?	No: 0 Point Yes: 1 Point
The company has a website or communication material in a foreign language?	No: 0 Point Yes: 1 Point
Carried out any international marketing campaigns or actions for the export market?	No: 0 Points Yes: 1 Point
The company has international certification required or suitable for exports?	No: 0 Point Yes: 2 Points
The company develops sustainable projects and initiatives (e.g., reforestation or preservation of native areas or reuse of waste as by-products)?	No: 0 points Yes: 2 points
The company has recognized certifications for good sustainable practices (e.g. ISO 14001, ISO 50001, Green Seal or sector-specific certifications)?	No: 0 points Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the company's strategies and actions that have contributed to export success.

Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand in existing markets;
- Participation in trade promotion activities (expos, exhibitions, business rounds);
- Marketing campaigns and/or international promotion;
- Partnerships established with distributors, agents or other companies abroad that have contributed to the presence of your products on the market;



- Collaboration with public or private institutions that have contributed to your export efforts.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(\text{Exports} \times 0.4) + (\text{Corporate Practices} \times 0.3) + (\text{Case Report} \times 0.3)$.

CATEGORY 14 - DIGITAL PROMOTION

Objective: To reward companies that have used digital solutions to increase their export business and improve their brand positioning abroad.

Participants: Brazilian companies, cooperatives, startups that are exporters of any maturity, of all sizes and from any region of the country, which directly or indirectly export products or services.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report**.

Evaluation criteria:

Exports (up to 10.0 points):

Criteria	Score
There was an increase in the value exported (US\$) in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company exported in 2025?	No: 0 Points Yes: 3 Points
Share of exports in the company's turnover increased in 2024 compared to 2023?	No: 0 Points Up to 10%: 1 Point Greater than or equal to 10%: 2 Points
The company increased the quantity of products and/or services exported from January 2024 to June 2025?	No: 0 Points Yes: 1 Point
The company exported to new markets from January 2024 to June 2025?	No: 0 Point Yes: 1 Point
The company is international (operating abroad)? <i>Opening an operation abroad means, for example, a commercial subsidiary, a production subsidiary, a virtual office, own office, strategic partnership, product licensing and franchising</i>	No: 0 Points Yes: 1 Point



<i>office, an own office, a strategic partnership, product licensing and franchises.</i>	
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Corporate Practices (up to 10.0 points)

Criteria	Score
The company has a website or communication material in a foreign language?	No: 0 Points Yes: 1 Point
Carried out market and consumer profile research abroad?	No: 0 Point Yes: 1 Point
The company uses channels, digital platforms and/or social networks aimed at international consumers?	No: 0 points Yes: 2 points
The company uses strategies such as search engine optimization (SEO), content marketing, online advertising or influencer marketing in its channels focused on foreign trade?	No: 0 points Yes: 1 Point
The company participates in international marketplaces?	No: 0 Point Yes: 1 Point
The company provides online customer service (bots, online customer service, among others)?	No: 0 Points Yes: 1 Point
The company participated in online events or international digital fairs?	No: 0 Point Yes: 1 Point
The company use artificial intelligence and/or augmented reality for international trade promotion?	No: 0 Point Yes: 1 Point
The company has a published Compliance Program or Code of Ethics?	No: 0 Point Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), showing how the company used digital solutions to increase its export business and improve its brand positioning abroad.

Suggested topics:

- Digital promotion strategy for the company's products and/or services abroad, detailing and specifying the implemented corporate practices;
- Results generated in digital promotion with the target audience, using analysis tools and performance indicators (traffic and engagement, conversion rate, cost per acquisition and ROI, as well as customer feedback);
- Adaptations made to the digital strategy, based on customers profile abroad.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.



Calculation of the Final Score:



(Exports x 0.3)+ (Corporate Practices x 0.3)+ (Case Report x 0.4).

CATEGORY 15 - STARTUP

Objective: To reward the *startup* that best combines international performance, innovation, sustainability, adaptability and positive economic and social impact in its operations in global markets.

Participants: Brazilian *startups*, of any maturity, of all sizes and from any region of the country, created after 2015, classified as a *startup* according to specific legislation (Complementary Law 182/2021) may participate. Consultancies, agencies and/or subsidiaries of companies not classified as *startups* will not be accepted.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Exports, Corporate Practices and Case Report.**

Evaluation criteria:

Corporate Practices (up to 10.0 Points)

Criteria	Score
Company has MVP, solution or product ready for sale?	No: 0 Points Yes: 2 Points
The solution or product developed promotes social and environmental impact?	No: 0 Point Yes: 1 Point
Technology-based company with scalable solutions?	No: 0 Point Yes: 1 Point
The solution, product or business model is disruptive and highly innovative? <i>Yes - the solution and/or business model is disruptive and highly innovative and difficult to copy. Partial - has incremental innovation that meets relevant customer needs; copying by competitors requires some time and effort. No – There are similar businesses, but the solution brings a variation on the existing ones.</i>	No: 0 points Partial: 1 point Yes: 2 points
The company had foreign investment?	No: 0 points Yes: 1 Point
The company entered into international partnerships during the period evaluated?	No: 0 Point Yes: 1 Point
Did the company receive any international awards in the period evaluated?	No: 0 Point Yes: 1 Point
Has a website or communication material in a foreign language?	No: 0 Point Yes: 1 Point



Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), showing how the exporting startup integrated international performance with innovation, sustainability, adaptability and positive economic and social impact.

Suggested topics:

- Innovative solutions with international competitive difference
- Technological advances focused on exports.
- Sustainable practices with a positive impact on the community.
- Adapting products, marketing or logistics for foreign markets.
- Structural or technological changes to meet international demand.
- Partnerships with public or private institutions.
- Other topics that define the trade promotion strategy.

Complementary evidence (up to 3 files): The company can send documents, folders, photos, links, videos, reports, certificates, awards or testimonials from clients/beneficiaries that determine the information.

Calculation of the Final Score:

$(Exports \times 0.4) + (Corporate Practices \times 0.3) + (Case Report \times 0.3)$.

CATEGORY 16 - FOREIGN INVESTMENT

Objective: To reward the company operating in Brazil which has invested foreign resources in Brazil and/or received foreign direct investment and which, considering the investment, has the greatest potential for generating a positive economic and social impact.

Participants: Subsidiaries of multinationals operating in Brazil, Brazilian companies and holding funds or investment companies established in Brazil that have made or attracted foreign investments in Brazil.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Indicators and Case Report**.

Evaluation criteria:

Indicators (up to 7.0 points)

Criteria	Score
Foreign investment impacted the Northern region?	No/Not applicable: 0 Points Yes: 1 Point
Foreign investment impacted the Northeast region?	No/Not applicable: 0 Point Yes: 1 Point



Foreign investment targeted the sustainable agro-industrial sector, including initiatives focused on bio-inputs, production efficiency, decarbonization?	No: 0 Point Yes: 1 Point
Foreign investment aimed at strengthening the health complex, covering areas such as biotechnology, production of inputs and medicines and biomedical innovation?	No: 0 Point Yes: 1 point
Foreign investment aimed at industrial digital transformation, including projects such as automation of processes, connectivity, technological innovation, artificial intelligence and industry 4.0?	No: 0 Point Yes: 1 Point
Foreign investment directed at the bioeconomy and energy transition, covering initiatives such as green hydrogen, renewable energies, green economy, decarbonization and energy efficiency?	No: 0 Point Yes: 1 Point
Foreign investment aimed at strengthening sustainable urban infrastructure, including initiatives in intelligent urban mobility, low environmental impact, basic sanitation, clean transportation and the development of sustainable and resilient cities?	No: 0 Points Yes: 1 Point

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 2,800 characters), demonstrating the performance of foreign investments made in Brazil.

Suggested topics:

- A brief description of the project;
- Positive impact on Brazilian society or a region of Brazil, resulting from the foreign investment made or received;
- Implementation and dissemination of advanced technologies, as well as innovative and/or sustainable practices, driven by foreign investments.

Evidence (limit of up to 3 files): The company can send documents, folders, photos, videos, reports, demonstrating foreign investment in Brazilian society.

Calculation of Final Score: $(\text{[Indicators/7]} \times 5) + (\text{Case Report} \times 0.5)$.

CATEGORY 17 - BEST AGRO SECTOR PROJECT

Objective: To reward the food, beverage or agribusiness sector project that has best articulated actions to promote trade and strengthen the sector's image abroad, focusing on concrete results in terms of internationalization, diversification of companies served, sustainability and opening new markets.

Participants: Entities from the food, beverage or agribusiness sectors that had a sector project with ApexBrasil between January 1, 2024 and June 30, 2025, considering the total period, i.e., agreements that lasted for the entire valid period, or partial, considering those that started or



ended within the valid period.



Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to: **Case Report**.

Evaluation criteria:

Case Report (up to 10.0 Points)

Must be presented in video (max. 1min30s) or text (max. 8,400 characters), demonstrating the project's strategy for commercial promotion and/or strengthening the sector's image abroad.

Suggested topics:

- The sector's international positioning strategy.
- Commercial promotion and/or image actions carried out in priority markets.
- Results such as growth in exports, insertion into new markets and increase of international visibility.
- Diversity of companies supported (size, region, export maturity).
- Sustainability and socio-environmental responsibility initiatives integrated into the project.

Evidence (limit of up to 3 files): The sectoral entity can send documents, folders, photos, links, videos, reports, certificates or awards to determine the information.

Calculation of Final Score: Case Report.

CATEGORY 18 – BEST INDUSTRY SECTOR PROJECT AND SERVICES

Objective: To reward the industry or services sector project that has best articulated trade promotion actions and strengthened the sector's image abroad, focusing on concrete results in terms of internationalization, diversification of companies served, sustainability and opening new markets.

Participants: Entities from the industry and services sectors that had a sectoral project with an agreement with ApexBrasil between January 1, 2024 and June 30, 2025, considering the total period, i.e. agreements that lasted for the entire valid period, or partial, considering those that began or ended within the valid period.

Evaluation period: From January 1, 2024 to June 30, 2025.

How to participate: Entries will be made by filling in the form on the **ApexBrasil | Exame Award** page : **The Best of International Business**, with information relating to the following aspects: **Case Report**.

Evaluation criteria:

Case Report (up to 10.0 points)



Must be presented in video (max. 1min30s) or text (max. 8,400 characters), demonstrating the project's strategy for commercial promotion and/or strengthening the sector's image abroad.

Suggested topics:

- The sector's international positioning strategy.
- Commercial promotion and/or image actions carried out in priority markets.
- Results such as growth in exports, insertion into new markets and increase of international visibility.
- Diversity of companies supported (size, region, export maturity).
- Sustainability and socio-environmental responsibility initiatives integrated into the project.

Evidence (limit of up to 3 files): The sectoral entity can send documents, folders, photos, links, videos, reports, certificates or awards to determine the information.

Calculation of Final Score: Case Report.

Registration

3.1 Registration is free and will begin on July 28, 2025 and end on September 7, 2025.

3.2 Eligible applicants are Brazilian companies or companies operating in Brazil, cooperatives, startups, sectoral entities, commercial exporters, holding funds and investment companies.

3.2.1 For the purposes of classifying and identifying companies by size, the criteria defined by the Brazilian Federal Revenue Service (invoice) must be observed.

3.3 Companies that meet the requirements set out in the Regulations, in accordance with the intended category, are considered eligible to compete.

3.4 Eligible companies must fill in the online registration form at:

<https://lps.exame.com/lpl-premio-melhores-negocios-internacionais-2025>

3.5 When registering, interested parties must

I. Access <https://lps.exame.com/lpl-premio-melhores-negocios-internacionais-2025>;

II. Select the field "Register your company here";

III. Fill in all the fields on the identification form;

IV. Check the *declaration of authenticity* of the information sent;

VI. Check the data use consent form and send the pre-registration form;

VII. Select the desired category;

VIII. Fill in all the required fields on the participation form;

IX. Submit the participation form.



3.5.1 Once the entry form has been completed and sent, the company will receive an email from the organizers confirming the entry.

3.6 If you are interested in competing in more than one category, the above process must be repeated.

3.7 After submission, applicants will receive confirmation of their registration in the selected category by the e-mail indicated at the registration.

3.7.1 ApexBrasil and Exame are not responsible for problems with any internet connection, server or anti-spam filters that prevent receiving e-mails, communications or our respective returns.

3.8 All documents and information sent by candidates must be valid, just and true. The veracity of self-declared data is the sole responsibility of the candidate, who must formally attest to this when registering.

3.8.1 Providing false or incorrect information when registering may result in the candidate being disqualified at any time.

3.8.2 During the registration period, the organizers of the prize may contact candidates to request information, additions or corrections, considered to be faulty in the registration form.

3.8.2.1 These corrections must be made exclusively within the official entry deadline. Once this deadline has expired, no changes, additions or corrections will be accepted, and applications with non-compliances will be disregarded.

3.9 Companies may be requested to send supporting documents attesting to the information provided at the time of registration, with a deadline of up to 5 (five) working days from the date indicated in the notice sent by the organizers.

3.9.1 In the event of failure to respond, failure to respond within the indicated time limit or insufficient response, the company will be liable to disqualification.

Impediments

4.1 The following are excluded from competing

4.1.1 Companies that have legal or extrajudicial disputes with any of the organizers;

4.1.2 Companies involved in illegal activities, such as slave labor;

4.1.3 Companies that have been cited in the media for their involvement or that of their partners/administrators in irregular activities;



4.1.4 Legal companies sanctioned with a declaration of unfitness registered in the National Register of Unfit or Suspended Business (CEIS), in the Unified Supplier Registration System (SICAF), in the National Register of Punished Companies (Cnep) or any other registers that contain restrictive information on companies with an unfitness penalty in force.

4.2 The organizers may carry out an integrity analysis of the participating companies.

Evaluation

5.1 Categories have specific evaluation criteria, as required in these regulations.

5.1.1 There are variable scores for each criterion in order to assess and classify the aspects reported, from the perspective of the requirements set out in these Regulations.

5.1.2 Approved candidates will be assessed on the information submitted that most fully meets the category criteria.

5.1.3 Only the information provided by the candidate during the registration period will be considered.

5.2 The Judging Committee will be made up of representatives or members of ApexBrasil, Exame magazine, the Ministry of Development, Industry, Trade and Services (MDIC), the Ministry of Foreign Affairs (MRE) and the Brazilian Micro and Small Business Support Service (Sebrae).

5.3 In the event of a tie, the Judging Committee will decide on the case report that meets most closely to the category's evaluation criteria.

5.4 The decisions of the Judging Committee are sovereign and unappealable.

5.5 There will only be one winner per category.

Awards

6.1 The awards will be presented at a ceremony scheduled for December 3, 2025, in the city of São Paulo/SP.

6.2 The winners in each category will be announced during the awards ceremony.

6.3 The winners will receive:

I. **ApexBrasil - Exame Award: Best of International Business 2025 prize ;**

II. Publication of the winners in the media , according to the interest and convenience of ApexBrasil and Exame.

6.4 Under no circumstances may the prizes be converted into financial sums.



6.5 Each winner will be able to widely publicize their achievement, at no cost to ApexBrasil and Exame, following the guidelines of the Publicity Guide published by the organizers.

Obligations

7.1 The candidate should commit to

- I. Promptly providing any and all documents as well as information that are necessary for ApexBrasil to exercise and seek the respective protections, at its sole discretion, of intellectual property rights;
- II. Ensuring authorization and/or assignment to ApexBrasil and Exame of the rights to use image, voice and other related rights relating to your participation in the **ApexBrasil - Exame Award: The Best of International Business 2025** if applicable, for broadcasting on ApexBrasil and Exame channels, in publicity actions that may be necessary, at the sole discretion of the organizers;
- III. The brand and any other distinctive signs of ApexBrasil, Exame and the **ApexBrasil - Exame Award: The Best of International Business 2025** may not be used without the prior authorization of the organizers.

7.2 The candidate guarantees the organizers:

- I. The candidate assigns and transfers all intellectual property rights related to participation in the **ApexBrasil - Exame Award: The Best of International Business 2025** when registering, including, without limitation, copyright, on a definitive, universal basis, without any time limitation, and no additional remuneration is due in this regard and for the use of the rights by ApexBrasil;
- II. The intellectual property rights related to your participation in the **ApexBrasil - Exame Award: The Best of International Business 2025** do not violate any intellectual property rights of third parties, exempting ApexBrasil and Exame from any third-party claims and resulting burdens, of any nature, including financial;
- III. The legitimate intellectual property rights, as well as the assignment of the property rights of the professionals and personnel involved in the execution of the object, which are transferred to ApexBrasil free of any charge; and
- IV. The veracity of the information provided by the candidates at the time of registration.



7.3 The organizers are not responsible for any damages that may arise from any of the following:

- I. Law breaking, morality and good customs or public order in connection with the information provided by candidates for the Prize;
- II. Infringement of intellectual and industrial property rights, business secrets, contractual commitments of any kind, rights to honor, personal and family privacy and the image of people, property rights and any other rights belonging to third parties, related to the information provided by the candidates for the Prize;
- III. Undertaking acts of unfair competition and unlawful advertising as a result of transmitting, disseminating, storing, making available, receiving, obtaining or accessing information provided by candidates;
- IV. Lack of veracity, accuracy, completeness, relevance and/or timeliness of the information provided by candidates;
- V. Non-fulfilment, delay in fulfilment, defective fulfilment for any reason whatsoever of the obligations entered into by third parties in contracts made by the organizers with third parties relating to the provision of the Prize to the winner;
- VI. Vices and defects of any kind in the products and services contracted by the organizers and offered as part of the Prize awarded to the winner; and
- VII. Events of unforeseeable circumstances or force majeure that affect or prevent the holding of the Prize or the awarding of the Prize to the winner.

Personal data

8.1 The personal data provided at the time of registration will be processed in accordance with the General Data Protection Law (Federal Law No. 13,709/2018) and also in accordance with the authorization provided by the candidates when collecting the information. Personal data may be shared between the organizing companies and may be processed for the following purposes: information to identify and contact the candidate's representative; sending information regarding participation and the awards process; sending communication or contact about products, services or product offers from ApexBrasil and Exame.

8.1.1 By participating, the data subject agrees to the terms of this Regulation and authorizes the use of information and personal data in accordance with the Privacy Statement of Exame Ltda. and the sharing of their data with Exame and ApexBrasil.



8.1.2 If you have any doubts about the importance of your privacy, please contact meusdados@exame.com.

Final Clauses

9.1 Candidates who behave in a way that seeks to manipulate the operation of the Prize or who violate the conditions imposed in these Rules will be disqualified.

9.2 The Prize and its Rules may be altered at the organizers' discretion, which will be previously announced on the <https://lps.exame.com/lpl-premio-melhores-negocios-internacionais-2025>.

9.3 The organizers reserve the right to cancel the Award at any time before the results are announced, without this giving rise to any right to indemnity and/or compensation to any of candidates already subscribed.

9.4 Doubts and information can be clarified via the following e-mail address: premiacao@grupoexame.co, during the registration period.

9.5 Any omissions in these Regulations, as well as the interpretation of its provisions, will be decided by ApexBrasil.

9.6 The courts of Brasília, Federal District, are hereby established to settle any doubts or controversies arising from these regulations that cannot be resolved under the terms of item 9.4, to the exclusion of any other, however privileged it may be.