



# APEXBRASIL – EXAME AWARD: BEST OF INTERNATIONAL BUSINESS 2026

## PARTICIPATION RULES

### 1 About the Award

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- 1.1** The ApexBrasil – Exame Award: Best of International Business 2026 is conceived and offered by the Brazilian Trade and Investment Promotion Agency (ApexBrasil), in partnership with Exame magazine.
- 1.2** Free of charge, the ApexBrasil – Exame Award: Best of International Business 2026 aims to recognize Brazilian companies or companies operating in Brazil, cooperatives, startups, export trading companies, sector associations, private equity funds and investment companies that stood out in exports and investment attraction from January 2025 to June 2026 through transformative actions or initiatives that strengthen Brazil's position in the international market.
- 1.2.1** A The pursuit of digital solutions, transformative and innovative entrepreneurship, gender equity, regional development and sustainability are factors to be highlighted in the performance of Brazilian companies in international business, in alignment with ApexBrasil's [2025–2027 Strategic Plan](#).

### 2 Categories

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- 2.1** The **ApexBrasil – Exame Award: Best of International Business 2026** comprises 13 categories, as detailed in Annex I of these Participation Rules:

- 1) SOCIOBIODIVERSITY PROMOTION
- 2) REGIONAL DEVELOPMENT
- 3) LEADERSHIP AND DIVERSITY
- 4) COOPERATIVISM
- 5) INDUSTRY (MICRO, SMALL OR MEDIUM-SIZED ENTERPRISES)
- 6) INDUSTRY (LARGE ENTERPRISES)
- 7) SERVICES
- 8) FOOD, BEVERAGES, AND AGRIBUSINESS (MICRO, SMALL, OR MEDIUM-SIZED COMPANIES)
- 9) FOOD, BEVERAGES, AND AGRIBUSINESS (LARGE COMPANIES)
- 10) STARTUP
- 11) FOOD, BEVERAGES, AND AGRIBUSINESS SECTOR PROJECT HIGHLIGHT
- 12) INDUSTRY AND SERVICES SECTOR PROJECT HIGHLIGHT

### 3 Registration

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- 3.1** Registration is free of charge and has been extended until September 30, 2026.



- 3.2 Eligible participants are Brazilian companies or companies operating in Brazil, cooperatives, startups, sector associations and export trading companies.
- 3.3 For classification and identification of companies by size, the criterion defined by the Brazilian Federal Revenue Service (revenue) shall be observed.
- 3.4 Companies that meet the requirements established in these Rules and the requirements of the intended category are eligible to compete.
- 3.5 Eligible companies must complete the online registration form at the website indicated in the original Rules. <https://lps.exame.com/premio-melhores-negocios-internacionais-2026>
- 3.6 Upon registration, applicants must:
- I. Select “Register your company here”;
  - II. Complete all fields in the identification form;
  - III. Check the statement confirming the accuracy of the information submitted;
  - IV. Check the consent statement for data use and submit the pre-registration;
  - V. Select the intended category;
  - VI. Complete all mandatory fields in the participation form;
  - VII. Submit the participation form.
- 3.7 After completing and submitting the participation form, candidates will receive confirmation of registration in the selected category at the registered email address.
- 3.8 If a candidate wishes to compete in more than one category, the process above must be repeated.
- 3.9 ApexBrasil and Exame are not responsible for internet connection, server or Anti-Spam filter issues that prevent applicants from receiving emails, notices or responses from the organizers.
- 3.10 All documents and information submitted by candidates must be valid, complete and truthful. The accuracy of self-declared information is the candidate’s sole responsibility and must be formally attested at registration.
- 3.10.1 Providing false or incorrect information at registration may result in disqualification at any time.
- 3.11 If registration information needs to be corrected, a new registration form must be submitted. In this case, the information previously provided will be disregarded.
- 3.12 At any time, the award organizers may contact candidates to request clarification, supplementation or correction of information considered to be correctable deficiencies in the registration form.
- 3.12.1 Companies contacted will have up to 3 business days, counted from the date indicated in the notice sent by the organizers, to provide the requested information, under penalty of reduced score and even disqualification.



## 4 Restrictions

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- 4.1 The following are prohibited from competing:
  - 4.1.1 Empresas Companies involved in judicial or extrajudicial disputes with any of the organizers;
  - 4.1.2 Companies involved in unlawful activities, such as slave labor;
  - 4.1.3 Companies, or their partners/directors, involved in irregular activities that are widely known and publicly reported;
  - 4.1.4 Companies sanctioned with a declaration of unfitness recorded in CEIS, SICAF, CNEP or any other registry containing restrictive information on companies with a current unfitness penalty.
- 4.2 As The organizers may conduct an integrity review of participating companies.

## 5 Evaluation

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- 5.1 Categories have specific evaluation criteria and weights, as established in Annex I of these Rules.
- 5.2 Only information provided by the candidate during the registration period will be considered in the evaluation.
- 5.3 Candidates with the highest scores in each category, according to the criteria detailed in Annex I, will be evaluated by the Judging Committee, which will determine the winner of each category.
- 5.4 The Judging Committee will comprise representatives or members of ApexBrasil, Exame magazine, the Ministry of Development, Industry, Foreign Trade and Services (MDIC), the Ministry of Foreign Affairs (MRE), and the Brazilian Micro and Small Business Support Service (Sebrae).
- 5.5 Decisions of the Judging Committee are final and not subject to appeal.
- 5.6 ApexBrasil will select the honoree in Category 1; its decision is final and not subject to appeal.

## 6 Award

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- 6.1 The award ceremony is scheduled for December 1, 2026, in São Paulo, São Paulo.
- 6.2 All finalists will be formally invited to attend the award ceremony, during which the winners in each category will be announced.
- 6.3 Winners will receive:
  - I. The ApexBrasil – Exame Award: Best of International Business 2026 trophy, which may under no circumstances be converted into a cash amount;
  - II. Publicity of the winners through media channels, at the discretion and convenience of ApexBrasil and Exame;



III. Exemption from all participation fees related to services provided directly by ApexBrasil in 2027 for winners in Categories 1 through 10.

6.4 Each winner may widely publicize the achievement at no cost to ApexBrasil or Exame, following the guidelines in the Disclosure Guide published by the organizers.

6.5 ApexBrasil will also grant a direct honorary recognition to an outstanding foreign investment enabled or supported by the Agency that has contributed to Brazil's economic and social development. The investment to be honored will be selected exclusively by ApexBrasil, whose decision will be final and not subject to appeal. The recognition will be honorary in nature and will not form part of the Award's competitive categories.

## 7 Obligations

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7.1 Candidates undertake to:

7.1.1 Prontamente Promptly provide any and all documents and information necessary for ApexBrasil to exercise and seek, at its sole discretion, the respective protections of intellectual property rights;

7.1.2 Assegurar Ensure authorization and/or assignment to ApexBrasil and Exame of image, voice and other related rights concerning participation in the Award, where applicable, for publication on ApexBrasil and Exame channels in promotional actions deemed necessary by the organizers;

7.1.3 Not use the trademarks or any other distinctive signs of ApexBrasil, Exame or the Award without prior authorization from the organizers;

7.1.4 Upon registration, assign and transfer all intellectual property rights related to participation in the Award, including, without limitation, copyrights, on a definitive and worldwide basis, without time limitation, with no additional remuneration due for such rights or their use by ApexBrasil.

7.2 The candidate guarantees to the organizers:

7.2.1 Os direitos That the intellectual property rights related to participation in the Award do not infringe any third-party intellectual property rights, holding ApexBrasil and Exame harmless from any third-party claims and resulting burdens of any nature, including financial;

7.2.2 Legitimate intellectual property ownership, as well as assignment of the economic rights of professionals and personnel involved in performing the work, transferred to ApexBrasil free of any encumbrances;

7.2.3 The accuracy of the information submitted at registration.

7.3 The organizers are not liable for any damages or losses arising from:

7.3.1 Violation of law, morality, good customs or public order related to information provided by candidates;



- 7.3.2 Infringement of intellectual or industrial property rights, trade secrets, contractual obligations of any kind, rights to honor, personal and family privacy and image, property rights or any other rights belonging to third parties in connection with candidate information;
- 7.3.3 Unfair competition or unlawful advertising resulting from transmission, dissemination, storage, making available, receipt, obtaining or access to candidate information;
- 7.3.4 Lack of truthfulness, accuracy, completeness, relevance and/or currency of candidate information;
- 7.3.5 Non-performance, delay or defective performance for any reason of obligations assumed by third parties under contracts entered into by the organizers with third parties regarding delivery of the Award;
- 7.3.6 Defects of any nature in products and services contracted by the organizers and offered as part of the Award; and
- 7.3.7 Acts of God or force majeure affecting or preventing the Award or its delivery to the winner.

## 8 Personal Data

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- 8.1 Personal data provided at registration will be processed in accordance with the Brazilian General Data Protection Law (Federal Law No. 13,709/2018) and the authorization given by candidates when information is collected. Personal data may be shared between the organizing companies and processed for the following purposes: identifying and contacting the candidate's representative; sending information related to participation and the award process; and sending communications or contacting candidates regarding ApexBrasil and Exame products, services or offers.
  - 8.2 By participating, the data subject agrees to these Rules and authorizes the use of information and personal data in accordance with Exame Ltda.'s Privacy Statement and the sharing of data with Exame and ApexBrasil.
  - 8.3 Questions regarding privacy may be sent to [meusdados@exame.com](mailto:meusdados@exame.com).

## 9 Final Provisions

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- 9.1 A candidate who acts in a manner intended to manipulate the operation of the Award or violates the conditions imposed by these Rules will be disqualified.
  - 9.2 ApexBrasil may, at its sole discretion, create subcategories within the main Award categories to better recognize diversity of participant profiles, sectors, regions or other relevant characteristics.
  - 9.3 The Award and these Rules may be amended at the organizers' discretion, with prior disclosure on the Award website.
  - 9.4 The organizers reserve the right to cancel the Award at any time before the results are announced, without giving rise to any right to compensation or indemnification for already registered candidates.



9.5 Questions and information may be requested at [premiacao@grupoexame.co](mailto:premiacao@grupoexame.co) during the registration period.

9.6 Any omissions in these Rules, as well as interpretation of their provisions, will be decided by ApexBrasil.

9.7 The courts of Brasília, Federal District, are elected to settle any questions or disputes arising from these Rules that cannot be resolved under item 9.5, to the exclusion of any other jurisdiction, however privileged.



## Annex I – Category Details

### CATEGORY 1 – SOCIOBIODIVERSITY PROMOTION

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

**Participants:** Brazilian exporting companies or cooperatives, directly or indirectly exporting, of any maturity, size and region of the country.

#### Evaluation criteria:

##### Exports (up to 10.0 points)

| Criterion                                                                                                                                                                                                                                                            | Points                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                                                                                                                                                                                   | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                                                                                                                                                                                                                      | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                                                                                                                                                                               | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026?                                                                                                                                                             | No: 0 Points<br>Yes: 1 Points                                                |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                                                                                                | No: 0 Points<br>Yes: 1 Points                                                |
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | No: 0 Points<br>Yes: 1 Points                                                |

##### Corporate Practices (up to 10.0 points)

| Criterion                                                                                                      | Points                        |
|----------------------------------------------------------------------------------------------------------------|-------------------------------|
| Does the company sustainably use native species in the exported product?                                       | No: 0 Points Yes: 1 Points    |
| Does the company have an auditable production-chain traceability system (origin, lot, location and community)? | No: 0<br>Partial: 1<br>Yes: 2 |



| Are more than 50% of suppliers from local or traditional communities?                                                                                                 | No: 0 Points Yes: 1 Points |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Is the price paid to local communities for the input above the conventional market value?                                                                             | No: 0 Points Yes: 1 Points |
| Does the company have a formal policy of non-association with deforested areas?                                                                                       | No: 0 Points Yes: 1 Points |
| Does the company have a published and implemented sociobiodiversity policy?                                                                                           | No: 0 Points Yes: 1 Points |
| Criterion                                                                                                                                                             | Points                     |
| Does the company have certification related to sociobiodiversity or sustainable practices (e.g., ISO 14001, ISO 50001, Green Seal or sector-specific certifications)? | No: 0 Points Yes: 1 Points |
| Does the company develop sustainable projects and initiatives (e.g., reforestation, native-area preservation or reuse of waste as by-products)?                       | No: 0 Points Yes: 1 Points |
| Does the company have a published Compliance Program or Code of Ethics?                                                                                               | No: 0 Points Yes: 1 Points |

#### Case Study (up to 10.0 points):

Deverá It must be submitted as a video (max. 1 min 30 sec) or text (max. 2,800 characters), demonstrating how the company adopts innovative environmental and social sustainability practices based on traditional knowledge of local communities. Suggested topics:

- Integration of the exported product/service into the sociobiodiversity chain.
- Sustainable technologies and practices applied in production.
- Environmental preservation and restoration actions.
- Projects aimed at socio-environmental value creation and their impacts on communities.
- Partnerships with local communities, NGOs, research and development institutions.
- Publication of environmental and social impact reports.

Additional evidence (up to 3 files): documents, folders, photos, links, videos, reports, certificates, awards or testimonials from customers/beneficiaries may be submitted.

**Final Score:** (Exports × 0.25) + (Corporate Practices × 0.25) + (Case Study × 0.5).

## **CATEGORIA 2 – DESENVOLVIMENTO REGIONAL**

**Objective:** To recognize the exporting company that adopts practices with the greatest positive impact on the economic, social and environmental development of the North and/or Northeast regions through export activity.

**Participants:** Brazilian exporting companies or cooperatives, directly or indirectly exporting, of any maturity, size and region.

**Evaluation criteria:**



#### Exports (up to 10.0 points)

| Criterion                                                                                                                                                                                                                                                            | Points                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                                                                                                                                                                                   | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                                                                                                                                                                                                                      | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                                                                                                                                                                               | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026?                                                                                                                                                             | No: 0 Points Yes:<br>1 Points                                                |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                                                                                                | No: 0 Points Yes:<br>1 Points                                                |
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | No: 0 Points Yes:<br>1 Points                                                |

#### Corporate Practices (up to 10.0 points)

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|------------------------------------------------------------------------------------------|-----------------|
| Is the company located in the North and/or Northeast regions (headquarters or branches)? | No: 0<br>Yes: 2 |
| Are more than 50% of suppliers from the North and/or Northeast regions?                  | No: 0<br>Yes: 2 |
| Does the company invest in the local economy?                                            | No: 0<br>Yes: 2 |
| Does the company invest in employee education and professional training programs?        | No: 0<br>Yes: 2 |
| Does the company develop sustainable projects and initiatives?                           | No: 0<br>Yes: 1 |
| Does it have a published Compliance Program or Code of Ethics?                           | No: 0<br>Yes: 1 |

#### Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:



- Direct jobs generated locally by the company or local partners through export activity.
- Investments in the local economy to diversify production and develop nationally relevant clusters.
- Investment to increase the qualification of the local workforce.
- Partnerships with local communities and non-governmental organizations for regional development.

Additional evidence (up to 3 files): documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports × 0.25) + (Corporate Practices × 0.25) + (Case Study × 0.5)

### CATEGORY 3 – LEADERSHIP AND DIVERSITY

**Objective:** To recognize the exporting company that publicly commits to diversity and inclusion in leadership and corporate practices, promoting equal opportunities and valuing historically underrepresented groups. The category recognizes initiatives that generate positive social and economic impact, contributing to a fairer, more plural and competitive business environment.

**Participants:** Brazilian exporting companies or cooperatives, directly or indirectly exporting, of any maturity, size and region, with diverse leadership and effective inclusion policies.

*Diverse leadership: leadership composed of people belonging to underrepresented groups, such as women, Black people, Indigenous people, LGBTQIAPN+ people, people with disabilities, among others, in decisionmaking positions (management, board, presidency or equivalent positions).*

#### Evaluation criteria:

##### Exports (up to 10.0 points)

| Criterion                                                                                                | Points                                                                       |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                       | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                                                          | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                   | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026? | No: 0 Points<br>Yes: 1 Points                                                |
| Did the company export to new markets from January 2025 to June 2026?                                    | No: 0 Points<br>Yes: 1 Points                                                |



|                                                                                                                                                                                                                                                                      |                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | No: 0 Points<br>Yes: 1 Points |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|

#### Corporate Practices (up to 10.0 points)

| Criterion                                                                                                                             | Points                                  |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Does the company have historically underrepresented groups in management positions?                                                   | Up to 30%: 0<br>31–50%: 1<br>51–100%: 2 |
| Does the company have historically underrepresented groups in its workforce?                                                          | Up to 30%: 0<br>31–50%: 1<br>51–100%: 2 |
| Does the company have formal gender and racial equity and diversity/inclusion policies?                                               | No: 0<br>Yes: 0.5                       |
| Has the company implemented actions against harassment, discrimination and violence?                                                  | No: 0<br>Yes: 0.5                       |
| Does the company have an organizational climate favorable to equity, demonstrated by internal satisfaction surveys?                   | No: 0<br>Yes: 0.5                       |
| Has the company received international investment, incentives or financing?                                                           | No: 0<br>Yes: 0.5                       |
| Are more than 50% of the company's suppliers led by historically underrepresented groups?                                             | No: 0<br>Yes: 1                         |
| Does the company offer products or services focused on solving specific problems of historically underrepresented groups?             | No: 0<br>Yes: 1                         |
| Does the company have projects aimed at empowering historically underrepresented groups?                                              | No: 0<br>Yes: 1                         |
| Does the company promote partnerships with public and/or private, national and/or international institutions to strengthen diversity? | No: 0<br>Yes: 1                         |

#### Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Company history, value proposition, and exported product/service.
- Evolution of company exports during the evaluation period.
- Strategies and actions to promote diversity and inclusion in leadership and the corporate environment.
- Social and economic impacts generated by the company in Brazilian society, focusing on diversity initiatives.



Additional evidence (up to 3 files): documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports × 0.2) + (Corporate Practices × 0.3) + (Case Study × 0.5).

#### CATEGORY 4 – COOPERATIVISM

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

**Participants:** Brazilian exporting cooperatives of any size, sector and region.

#### Evaluation criteria:

##### Exports (up to 10.0 points)

| Criterion                                                                                  | Points                                                                       |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                         | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the cooperative export in 2025?                                                        | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the cooperative's revenue increase in 2025 compared with 2024? | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the cooperative export to new markets from January 2025 to June 2026?                  | No: 0 points<br>Yes: 2 points                                                |
| Is the company/cooperative internationalized (operation abroad)?                           | No: 0 points<br>Yes: 1 point                                                 |

##### Corporate Practices (up to 10.0 points)

| Criterion                                                                                                                    | Points          |
|------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Does the cooperative operate in the North and/or Northeast?                                                                  | No: 0 Yes: 1    |
| Does the cooperative promote productive inclusion of vulnerable groups (e.g., women, youth, traditional communities)?        | No: 0 Yes: 2    |
| Does the cooperative offer training and education programs for members?                                                      | No: 0 Yes: 2    |
| Does the cooperative have certifications or recognition related to sustainability, fair trade or good cooperative practices? | No: 0<br>Yes: 2 |



|                                                                                                                     |                 |
|---------------------------------------------------------------------------------------------------------------------|-----------------|
| Does the cooperative participate in national/international networks, forums or initiatives promoting cooperativism? | No: 0<br>Yes: 2 |
| Does the cooperative adopt participatory governance practices, involving members in strategic decisions?            | No: 0<br>Yes: 2 |
| Does the cooperative have a published Compliance Program or Code of Ethics?                                         | No: 0<br>Yes: 2 |

Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Active participation of members in strategic decisions.
- Member training and education programs.
- Productive inclusion and income-generation actions.
- Social and environmental impact projects.

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports  $\times$  0.25) + (Corporate Practices  $\times$  0.25) + (Case Study  $\times$  0.5).

## CATEGORY 5 – INDUSTRY (MICRO, SMALL OR MEDIUM-SIZED ENTERPRISES)

**Objective:** To recognize a company classified as a Microenterprise (ME), Small Business (EPP) or Medium-Sized Enterprise (EMP) in the industrial segment whose strategies, initiatives or projects generated significant impact on export performance during the evaluation period.

**Participants:** Brazilian industrial companies that have exported their products. For Category 5, companies must be classified by the Brazilian Federal Revenue Service as ME, EPP or EMP; for Category 6, as a Large Enterprise (EGP). Any maturity and region.

**Evaluation criteria:**

Exports (up to 10.0 points)

| Criterion                                                          | Points                                                                       |
|--------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024? | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                    | No: 0 points<br>Yes: 3 points                                                |



|                                                                                                                                                                                                                                                                      |                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                                                                                                                                                                               | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026?                                                                                                                                                             | No: 0 Points Yes: 1 Points                                                   |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                                                                                                | No: 0 Points Yes: 1 Points                                                   |
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | No: 0 Points Yes: 1 Points                                                   |

#### Corporate Practices (up to 10.0 points)

| Criterion                                                                                                                                                                                                                                                                                                     | Points                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Does the company have a website, communication material or packaging in a foreign language?                                                                                                                                                                                                                   | No: 0<br>Yes: 1               |
| Does the company have an international certification required or valued for exports?                                                                                                                                                                                                                          | No: 0<br>Yes: 1               |
| Does the company develop sustainable projects and initiatives (e.g., reforestation, native-area preservation or reuse of waste as by-products)?                                                                                                                                                               | No: 0<br>Partial: 1<br>Yes: 2 |
| Does the company have recognized certifications of sustainable best practices (e.g., ISO 14001, ISO 50001, Green Seal or sector-specific certifications)?                                                                                                                                                     | No: 0<br>Yes: 1               |
| Does the company have a published Compliance Program or Code of Ethics?                                                                                                                                                                                                                                       | No: 0 Yes: 1                  |
| Does the company use digital solutions to increase exports (international marketplaces, digital customer service, participation in international digital fairs/events, AI and other technologies applied to prospecting, sales and business relationships)?                                                   | No: 0 Yes: 1                  |
| Does the company use digital strategies to strengthen its brand positioning abroad (market/consumer research; social networks and digital channels for international audiences; SEO, content marketing, online advertising and influencers; AI and other technologies for brand communication and promotion)? | No: 0 Yes: 1                  |

#### Case Study (up to 10.0 points):)

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Strategies or initiatives implemented to access new destination markets and/or expand existing markets.



- Participation in trade-promotion activities (fairs, exhibitions, business rounds).
- International marketing and/or promotion campaigns or actions.
- Partnerships with distributors, agents or other companies abroad that contributed to the presence of products in the market.
- Collaboration with public or private institutions that contributed to export efforts.

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports  $\times$  0.3) + (Corporate Practices  $\times$  0.2) + (Case Study  $\times$  0.5).

## CATEGORY 6 – INDUSTRY (LARGE ENTERPRISES)

**Objective:** To recognize a large Brazilian industrial company whose strategies, initiatives or projects generated significant impact on export performance.

**Participants:** Brazilian industrial companies that have exported their products. For Category 5, companies must be classified by the Brazilian Federal Revenue Service as ME, EPP or EMP; for Category 6, as a Large Enterprise (EGP). Any maturity and region.

### Evaluation criteria:

#### Exports (up to 10.0 points)

| Criterion                                                                                                | Points                                                                       |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                       | No: 0 points<br>Up to 10%: 1 point                                           |
|                                                                                                          | Greater than or equal to 10%: 2 points                                       |
| Did the company export in 2025?                                                                          | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                   | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026? | No: 0 points<br>Yes: 1 point                                                 |
| Did the company export to new markets from January 2025 to June 2026?                                    | No: 0 points<br>Yes: 1 point                                                 |



|                                                                                                                                                                                                                                                                      |                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | No: 0 points<br>Yes: 1 point |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|

#### Corporate Practices (up to 10.0 points)

| Critério                                                                                                                                                                                                                                                                                                      | Pontuação                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Does the company have a website, communication material or packaging in a foreign language?                                                                                                                                                                                                                   | No: 0<br>Yes: 1               |
| Does the company have an international certification required or valued for exports?                                                                                                                                                                                                                          | No: 0<br>Yes: 1               |
| Does the company develop sustainable projects and initiatives (Ex: reforestation, native-area preservation or reuse of waste as by-products)?                                                                                                                                                                 | No: 0<br>Partial: 1<br>Yes: 2 |
| Does the company have recognized certifications of sustainable best practices (e.g., ISO 14001, ISO 50001, Green Seal or sector-specific certifications)?                                                                                                                                                     | No: 0<br>Yes: 1               |
| Does the company have a published Compliance Program or Code of Ethics?                                                                                                                                                                                                                                       | No: 0<br>Yes: 1               |
| Does the company use digital solutions to increase exports (international marketplaces, digital customer service, participation in international digital fairs/events, AI and other technologies applied to prospecting, sales and business relationships)?                                                   | No: 0<br>Yes: 2               |
| Does the company use digital strategies to strengthen its brand positioning abroad (market/consumer research; social networks and digital channels for international audiences; SEO, content marketing, online advertising and influencers; AI and other technologies for brand communication and promotion)? | No: 0<br>Yes: 2               |

#### Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

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

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.



**Final Score:** (Exports × 0.3) + (Corporate Practices × 0.2) + (Case Study × 0.5).

## CATEGORY 7 – SERVICES

**Objetivo:** Premiar empresa do segmento de serviços cujas estratégias, iniciativas ou projetos tenham gerado impacto significativo no desempenho exportador no período avaliado.

**Participantes:** Poderão participar empresas brasileiras do segmento serviços, que tenham exportado direta ou indiretamente independente do grau de maturidade e da região do país.

### Evaluation criteria:

#### Exports (up to 10.0 points)

| Criterion                                                                                                                                                                                        | Points                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                                                                                                               | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                                                                                                                                                  | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                                                                                                           | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026?                                                                                         | No: 0 points<br>Yes: 1 point                                                 |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                            | No: 0 points<br>Yes: 1 point                                                 |
| Is the company/cooperative internationalized (operation abroad)?                                                                                                                                 | Não: 0 Ponto Sim: 1 Ponto                                                    |
| <i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> |                                                                              |

#### Corporate Practices (up to 10.0 points)

| Criterion                                                                                                                       | Points          |
|---------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Does the company have a website or communication material in a foreign language?                                                | No: 0<br>Yes: 1 |
| Did the company establish international partnerships or co-production during the evaluation period?                             | No: 0<br>Yes: 1 |
| Did the company participate in international fairs or business rounds (international or national) during the evaluation period? | No: 0<br>Yes: 1 |



|                                                                                                                                                                                                                                                             |                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Did the company receive foreign investment in the last 3 years?                                                                                                                                                                                             | No: 0<br>Yes: 2   |
| Does the company develop sustainable projects and/or initiatives?                                                                                                                                                                                           | No: 0<br>Yes: 1   |
| Does the company have a published Compliance Program or Code of Ethics?                                                                                                                                                                                     | No: 0<br>Yes: 1   |
| Does the company use digital solutions to increase exports (international marketplaces, digital customer service, participation in international digital fairs/events, AI and other technologies applied to prospecting, sales and business relationships)? | No: 0<br>Yes: 1.5 |
| Does the company use digital strategies to strengthen its brand positioning abroad (market/consumer research; international social/digital channels; SEO, content marketing, online advertising and influencers; AI and other technologies)?                | No: 0<br>Yes: 1.5 |

Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Strategies or initiatives for access to new destination markets and/or expansion in existing markets.
- Trade-promotion activities (fairs, exhibitions, business rounds).
- International marketing and/or promotion campaigns.
- Partnerships with distributors, agents or other companies abroad that contributed to the presence of services in the market.
- Collaboration with public or private institutions that contributed to export efforts.

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports  $\times$  0.3) + (Corporate Practices  $\times$  0.2) + (Case Study  $\times$  0.5).

**CATEGORY 8 – FOOD, BEVERAGES AND AGRIBUSINESS (MICRO, SMALL OR MEDIUM-SIZED ENTERPRISES)**

**Objective:** To recognize a Brazilian company classified as a Microenterprise (ME), Small Business (EPP) or Medium-Sized Enterprise (EMP) in the food, beverage and agribusiness sector whose strategies, initiatives or projects generated significant impact on export performance during the evaluation period.

**Participants:** Brazilian companies in food, beverage and agribusiness that exported their products and are classified by the Brazilian Federal Revenue Service as ME, EPP or EMP, regardless of maturity or region.

**Evaluation criteria:**



#### Exports (up to 10.0 points)

| Criterion                                                                                                                                                                                                                                                            | Points                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Did the exported value (US\$) increase in 2025 compared with 2024?                                                                                                                                                                                                   | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company export in 2025?                                                                                                                                                                                                                                      | No: 0 points<br>Yes: 3 points                                                |
| Did the share of exports in the company's revenue increase in 2025 compared with 2024?                                                                                                                                                                               | No: 0 points<br>Up to 10%: 1 point<br>Greater than or equal to 10%: 2 points |
| Did the company increase the number of products and/or services exported from January 2025 to June 2026?                                                                                                                                                             | No: 0 points<br>Yes: 1 point                                                 |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                                                                                                | No: 0 points<br>Yes: 1 point                                                 |
| Is the company/cooperative internationalized (operation abroad)?<br><i>"Opening an operation abroad" includes, for example, a commercial subsidiary, production subsidiary, virtual office, own office, strategic partnership, product licensing and franchises.</i> | Não: 0 Ponto Sim: 1 Ponto                                                    |

#### Corporative practices (Up 10,0 Points)

| Crítério                                                                                    | Pontuação       |
|---------------------------------------------------------------------------------------------|-----------------|
| Does the company have a website, communication material or packaging in a foreign language? | No: 0<br>Yes: 1 |
| Does the company have an international certification required or valued for exports?        | No: 0<br>Yes: 1 |
| Does the company develop sustainable projects and initiatives?                              | No: 0<br>Yes: 2 |
| Does the company have recognized sustainable best-practice certifications?                  | No: 0<br>Yes: 1 |
| Does the company have a published Compliance Program or Code of Ethics?                     | No: 0<br>Yes: 1 |
| Does the company use digital solutions to increase exports?                                 | No: 0<br>Yes: 2 |
| Does the company use digital strategies to strengthen brand positioning abroad?             | No: 0<br>Yes: 2 |

#### Case Study (up to 10.0 points):



Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Strategies or initiatives for access to new destination markets and/or expansion in existing markets.
- Trade-promotion activities (fairs, exhibitions, business rounds).
- International marketing and/or promotion campaigns.
- Partnerships with distributors, agents or other companies abroad that contributed to the presence of services in the market.
- Collaboration with public or private institutions that contributed to export efforts.

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports × 0.3) + (Corporate Practices × 0.2) + (Case Study × 0.5).

## CATEGORY 9 – FOOD, BEVERAGES AND AGRIBUSINESS (LARGE ENTERPRISES)

**Objective:** To recognize a large Brazilian company in the food, beverage and agribusiness sector whose strategies, initiatives or projects generated significant impact on export performance during the evaluation period.

**Participants:** Brazilian exporting companies in food, beverage and agribusiness, classified by the Brazilian Federal Revenue Service as Large Enterprises (EGP), regardless of maturity or region.

### Evaluation criteria:

Exports (up to 10.0 points)

| Criterion                                                                                                                                                                                                                 | Points                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Did exported value (US\$) increase in 2025 compared with 2024?                                                                                                                                                            | No: 0<br>Up to 10%: 1<br>Greater than or equal to 10%: 2 |
| Did the company export in 2025?                                                                                                                                                                                           | No: 0<br>Yes: 2                                          |
| Did the share of exports in company revenue increase in 2025 compared with 2024?                                                                                                                                          | No: 0<br>Up to 10%: 1<br>Greater than or equal to 10%: 2 |
| Did the company increase the number of products and/or services exported in the last 18 months?                                                                                                                           | No: 0<br>Yes: 0.5                                        |
| Did the company export to new markets from January 2025 to June 2026?                                                                                                                                                     | No: 0<br>Yes: 0.5                                        |
| Is the company internationalized (operation abroad)?<br><i>Opening an operation abroad includes commercial/production subsidiaries, virtual or own offices, strategic partnerships, product licensing and franchises.</i> | No: 0<br>Yes: 1                                          |



|                                                                 |                                                          |
|-----------------------------------------------------------------|----------------------------------------------------------|
| Did exported volume (tons) increase in 2025 compared with 2024? | No: 0<br>Up to 10%: 1<br>Greater than or equal to 10%: 2 |
|-----------------------------------------------------------------|----------------------------------------------------------|

Corporate Practices (up to 10.0 points)

| Critério                                                                             | Pontuação       |
|--------------------------------------------------------------------------------------|-----------------|
| Does the company have product packaging in a foreign language?                       | No: 0 Yes: 1    |
|                                                                                      |                 |
| Does it have a packaging development program for the international market?           | No: 0 Yes: 1    |
| Does the company have an international certification required or valued for exports? | No: 0<br>Yes: 1 |
| Does the company develop sustainable projects and initiatives?                       | No: 0<br>Yes: 2 |
| Does the company have recognized sustainable best-practice certifications?           | No: 0<br>Yes: 1 |
| Does the company have a published Compliance Program or Code of Ethics?              | No: 0<br>Yes: 1 |
| Does the company use digital solutions to increase exports?                          | No: 0<br>Yes: 1 |
| Does the company use digital strategies to strengthen brand positioning abroad?      | No: 0<br>Yes: 2 |

Case Study (up to 10.0 points):

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

- Strategies or initiatives for access to new destination markets and/or expansion in existing markets.
- Trade-promotion activities (fairs, exhibitions, business rounds).
- International marketing and/or promotion campaigns.
- Partnerships with distributors, agents or other companies abroad that contributed to the presence of services in the market.
- Collaboration with public or private institutions that contributed to export efforts.

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Exports × 0.3) + (Corporate Practices × 0.2) + (Case Study × 0.5).



## CATEGORY 10 – STARTUP

**Objective:** To recognize the startup that best integrates international performance, innovation, sustainability, adaptability, and positive economic and social impact in global markets.

**Participants:** Brazilian startups of any maturity, size and region, created from 2015 onward, classified as startups under Complementary Law 182/2021. Consultancies, agencies and/or subsidiaries of companies not classified as startups will not be accepted.

### Evaluation criteria:

#### Corporate Practices (up to 20.0 points)

| Criterion                                                                                                                                                                                                                                                                                                                                                                                                                                      | Points                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| Does the company have an MVP, proprietary solution or product ready for commercialization?                                                                                                                                                                                                                                                                                                                                                     | No: Eliminated Yes: 1 point                         |
| Is the solution/product already generating recurring revenue?                                                                                                                                                                                                                                                                                                                                                                                  | No: 0 Yes: 1                                        |
| Does the solution/product demonstrably generate positive socioenvironmental impact aligned with the UN SDGs?                                                                                                                                                                                                                                                                                                                                   | No: 0 Yes: 1                                        |
| Criterion                                                                                                                                                                                                                                                                                                                                                                                                                                      | Points                                              |
| What is the technological intensity and level of proprietary R&D incorporated into the solution?<br><i>High intensity = deeptech/hardtech based on deep scientific/technological R&amp;D, with filed/granted patent, biotechnology, proprietary AI or relevant trade secret. Medium = software/SaaS/scalable digital solutions without deep R&amp;D barrier. Low = low-tech solutions or standard market tools without proprietary assets.</i> | Low: 0 points<br>Medium: 1 point<br>High: 3 points. |
| What is the level of disruption and copying barrier of the solution, product or business model?<br><i>highly innovative/disruptive solution or business model with strong entry barrier or IP protection. Medium relevant incremental innovation; replication requires moderate time, investment and effort. low innovation; similar businesses exist, with basic operational/commercial variations.</i>                                       | Low: 0 points<br>Medium: 2 points<br>High: 4 points |
| Did the company establish and formalize international commercial/technology partnerships or agreements during the evaluation period?<br><i>Yes: active contracts/paid PoCs/joint R&amp;D<br/>Partial: preliminary agreements/MOUs No</i>                                                                                                                                                                                                       | No: 0<br>Partial: 1<br>Yes: 2                       |



|                                                                                                                                                                                                                                                                            |                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Did the company receive international awards during the evaluation period?                                                                                                                                                                                                 | No: 0<br>Yes: 1 – winner of an international startup competition<br>Yes: 2 – international recognition of the company or solution for innovation, technological excellence or impact |
| Does the company have communication structure and operational capacity to provide service in a foreign language?<br><i>Yes: technical/executive team able to negotiate internationally in English/Spanish Partial: website and social media No</i>                         | No: 0<br>Partial: 1<br>Yes: 2                                                                                                                                                        |
| Did the company receive financial investment during the evaluation period?<br><i>Yes: international venture capital/corporate venture capital funds<br/>Yes: national venture capital/corporate venture capital funds<br/>Partial: angel investors/accelerators/grants</i> | No: 0<br>Partial: 1<br>Yes (National venture capital): 2<br>Yes (International venture capital): 4                                                                                   |

**Case Study (up to 10.0 points):**

Should be presented a video max. 1:30 or text max. 2,800 characters, demonstrating how the company positively impacts economic, social and environmental development in the North and/or Northeast through exports. Suggested topics:

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

**Additional evidence (up to 3 files):** documents, folders, photos, links, videos, reports, certificates, awards or testimonials.

**Final Score:** (Corporate Practices × 0.15) + (Case Study × 0.7).

**CATEGORY 11 – FOOD, BEVERAGES AND AGRIBUSINESS SECTOR PROJECT HIGHLIGHT**

**Objective:** To recognize the food, beverage or agribusiness sector project that best coordinated trade-promotion actions and strengthened the sector's image abroad, focusing on concrete results in internationalization, diversification of supported companies, sustainability and opening new markets.



**Participants:** Entities in the food, beverage or agribusiness sector that had a sector project with an agreement in force with ApexBrasil between January 1, 2025 and June 30, 2026, considered either the full period (agreements lasting throughout the valid period) or partial period (agreements started or ended within the valid period).

**Evaluation criteria:**

Case Study (up to 10.0 points)

It must be submitted as a video (max. 1 min 30 sec) or text (max. 8,400 characters), demonstrating the project strategy for trade promotion and/or strengthening the sector's image abroad. Suggested topics:

- International positioning strategy for the sector.
- Trade-promotion and/or image-building actions carried out in priority markets.
- Results obtained, such as export growth, entry into new markets and increased international visibility.
- Diversity of supported companies (size, region, export maturity).
- Sustainability and socio-environmental responsibility initiatives integrated into the project.

**Evidence (up to 3 files):** the sector entity may submit documents, folders, photos, links, videos, reports, certificates or awards supporting the information.

**Final Score:** Case Study.

## CATEGORY 13 – INDUSTRY AND SERVICES SECTOR PROJECT HIGHLIGHT

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**Objective:** To recognize the industry or services sector project that best coordinated trade promotion actions and strengthened the sector's image abroad, focusing on concrete results in internationalization, diversification of supported companies, sustainability and opening new markets.

**Participants:** Entities in the industry or services sector that had a sector project with an agreement in force with ApexBrasil between January 1, 2025 and June 30, 2026, considered either the full period (agreements lasting throughout the valid period) or partial period (agreements started or ended within the valid period).

**Cr terios de avalia  o:**

Case Study (up to 10.0 points)

It must be submitted as a video (max. 1 min 30 sec) or text (max. 8,400 characters), demonstrating the project strategy for trade promotion and/or strengthening the sector's image abroad. Suggested topics:

- International positioning strategy for the sector.
- Trade-promotion and/or image-building actions carried out in priority markets.



- Results obtained, such as export growth, entry into new markets and increased international visibility.
- Diversity of supported companies (size, region, export maturity).
- Sustainability and socio-environmental responsibility initiatives integrated into the project.

**Evidence (up to 3 files):** the sector entity may submit documents, folders, photos, links, videos, reports, certificates or awards supporting the information.

**Final Score:** Case Study.