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The 2006 Premier's NSW Export Awards feature new and enhanced categories that underline the changing dynamics of exports from NSW.

This year's awards include a new national award which recognises that micro and small businesses can be just as successful in the international marketplace as larger companies.

This new award showcases outstanding export achievement by any business with total annual sales not exceeding \$5 million.

A new category at the State level is India Exporter, highlighting the growing importance of India as a current and future trading partner for NSW companies.

India has overtaken the United Kingdom as Australia's sixth largest export market. The national category of Arts and Entertainment has been expanded to become Arts, Entertainment and Design.

Tourism becomes Sports, Events and Tourism, recognising that inbound tourism is often associated with major sporting activities and other significant conferences and events.

NSW Minister for Small Business David Campbell recently launched the awards, saying they were an opportunity to celebrate publicly the outstanding success of NSW exporters in a range of industries.

"Winning an award showcases a company's achievements as an exporter and highlights its business excellence.

"The NSW Government, which is the principal sponsor of these awards, actively promotes exporting as a business development strategy.

"The Government sponsors two award categories – the overall NSW Exporter of the Year Award and the Regional Exporter of the Year Award, an award which underlines the significance of regional NSW in export growth."

The awards, now in their 38th year, are organised by the Australian Institute of Export. Entries close on August 25, with winners to be announced a gala dinner at Sydney Town Hall on October 19. For information on how to enter the awards contact the Institute on (02) 9350 8170 or go to <http://www.aiex.com.au/nsw>.

### For more information

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