

## The President's "E" Award is a general term consisting of four awards:

- President's "E" Certificate for Exports
- President's "E" Certificate for Export Service
- President's "E Star" Award for Exports
- President's "E Star" Award for Export Service

## President's "E" Certificate for Exports or Export Service

- Created by Executive Order of the President in 1961 to afford suitable recognition to persons, firms, or organizations that contribute significantly in the effort to increase U.S. exports.
- Must show four consecutive years of increased exports and/or service.
- Over 2100 companies and organizations have been recognized with the President's "E" Award.

## President's "E Star" Award for Exports or Export Service

- Authorized by the Secretary of Commerce in 1969, affording continuing recognition of noteworthy export promotion efforts.
- Must show three consecutive years of increased exports and/or export service after winning the "E" Award.
- Over 300 companies and organizations have been recognized with the President's "E Star" Award.

## Criteria

- Continuous increase in exports/export service for a four-year period (President's "E" Award) or three-year period (President's "E Star" Award).
  - *President's "E" and "E Star" Awards for Exports:* Demonstration of how a marketing strategy led to an increase in export sales and/or how the marketing plan enabled the firm to enter new markets; how the organization met challenges; and how the firm has worked with U.S. Government export promotion agencies.
  - *President's "E" and "E Star" Awards for Export Service:* Demonstration of identifiable results of programs or activities contributing to export expansion, which are over and above the reason for the existence of the organization or business.
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