



GEORGE HAYWARD AWARD 2026 THE IUCAB COMMERCIAL AGENT OF THE YEAR

APPLICATION FORM

Name of the candidate (Agent or Agency)
Corporate name of the Agency
Date of incorporation
Field of business
Address details Phone E-mail Website
Number of employees

Does the Agency carry out activities for foreign principals?

yes

no

If affirmative, in which countries?

How many principals are currently represented by the Agency?

Commission earned in € according following margins:

	50.000 - 100.000	100.000 - 400.000	> 400.000
2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2025	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Indication of the spreading of the Agency income over the principals it represents:

Market position of the Agency:

Growth strategy of the Agency:

Key success factors of the Agency:

Description of the brand portfolio represented by the Agency:

What kind of additional services does the Agency provide (e.g. merchandising, translation, market studies, etc)?

A description of the measures taken in order to improve the services/the quality of the services provided by the Agency:



What kind of education has been followed during the last 3 years?

Description of the main features of the relationship with the principals represented:

Is the Agency in regular search of new principals? And if affirmative what kind of search methods are being used?

Tell us your success story! (5 - 10 lines)
