GEORGE HAYWARD AWARD 2023
THE IUCAB COMMERCIAL AGENT OF THE YEAR

APPLICATION FORM

Application to be sent not later than 24th March 2023 to info@iucab.com

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
2020	☐	☐	☐
2021	☐	☐	☐
2022	☐	☐	☐

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)

Please send the completed form to info@iucab.com

We wish you good luck!

Submit application