

MEDIA RELEASE

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BCC and CILT announce the national winner of the Export Communicator of the Year Award

Genesis Forwarding Group, a member of Sussex Enterprise – the Chamber of Commerce for Sussex, has been announced as the national winner of the Export Communicator of the Year Award at the British Chambers of Commerce (BCC) Chamber Awards 2005. Genesis, a freight forwarding specialist, won the CILT-sponsored award for impressing judges with the way it develops a rich understanding of the cultural aspects of trading in its key markets. The company has had particular success in China where there are strong cultural differences and many different dialects to contend with.

Isabella Moore, Director, CILT, the National Centre for Languages, commented: “Genesis Forwarding Group has met the challenges of the macro forces in international trade with its insightful communications strategy, based on outstanding research and preparation to meet new markets. It is a case study of excellence in approaching the Chinese market, demonstrating excellent practice in the management of language and culture issues.”

Doug Currie, Chief Executive, Genesis Forwarding Group, added: “Winning this prestigious award is a fantastic compliment to the service provided by our diligent staff and praise that we greatly appreciate. Awards such as this one place Genesis on another level where the quality of the service becomes more important than the price.”

Genesis Forwarding Group saw off competition from six other finalists in this award category. More information on these finalists can be found in the regional winner press packs on www.chamberawards.co.uk.

BCC President Bill Midgley said: “Doing business abroad not only requires the right products – it requires an ability to understand and bridge cultural and language difficulties. Companies that invest in the ability to communicate effectively in new markets will definitely create more opportunities to grow. Genesis Forwarding Group has proved how great the reward can be.”

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Notes to Editors:

- The British Chambers of Commerce (BCC) is the authentic voice of British businesses.
- The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce serving business across the UK, which employ over five million people.
- More information on each of the different categories and winners can be found on the Chamber Awards web site – www.chamberawards.co.uk. Photographs taken at the award ceremony can also be viewed and downloaded from this website