



A ROYAL REASON TO CELEBRATE

By Darren Gill, International Director

Huthwaite International has been awarded the highly esteemed Queen's Award for Enterprise: International Trade 2008.

The Queen's Award is one of the highest and most prestigious accreditations that can be bestowed on a UK company. Huthwaite won the international trade category for the impressive growth it experienced in overseas sales - which saw an increase of 138% during the last three years.

Each year, the winners are chosen by HRH The Queen. The Queen is advised by Gordon Brown, and assisted by an advisory committee that includes representatives of Government, industry and commerce, and the trade unions.

The judging process is fierce. After a technical appraisal the short-listed applicants are forwarded to the Prime Minister's Advisory Committee for further scrutiny to progress to the next round. Each year the number of applicants exceeds the last, and competition to reach the top spot is heavy.

In June, the award was celebrated

by an event held in the grounds of Huthwaite's South Yorkshire headquarters. The Queen's representative, the Lord Lieutenant of South Yorkshire, attended to make the official presentation in front of clients, employees and Huthwaite's extended family from around the globe. The Lord Lieutenant presented CEO, Tony Hughes, and Chairman, Tim Richmond, with a rose bowl and scroll on The Queen's behalf.

The following month, Tony Hughes and International Director, Darren Gill, were invited to join The Queen, Prince Philip and Princess Anne at a function at Buckingham Palace.

Winning such a highly coveted award underlines Huthwaite's credibility as a heavyweight global organisation. It is a fantastic achievement for the business, and especially for employees, whose efforts have been so regally recognised.

David Moody, Lord Lieutenant of South Yorkshire, commented: "The Queen's Award for Enterprise was presented to Huthwaite in recognition of the successful growth of its global business, which has seen a dramatic

138% sales increase over the past three years. It is clear that Huthwaite provides international clients with consistent, high quality sales and behaviour change programmes in many different countries, languages and business environments. The continuing loyalty of major international companies who have worked with Huthwaite over many years is testament alone to their approach."

He concluded: "The award recognises the tremendous efforts of Huthwaite's staff and expanding global partner network, and it gives me great pleasure to have presented the award for International Trade to a global company that has its roots and base firmly established in South Yorkshire."



"Huthwaite increased overseas sales by 138% over the past three years."