



To the

- IUCAB Member Associations

**Internationally United  
Commercial Agents and Brokers - IUCAB**  
Wiedner Hauptstrasse 57 | 1040 Vienna  
+43 5 90 900 - 3379  
info@iucab.com  
www.iucab.com  
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## **George Hayward Award 2025 - Your Association's nomination**

Dear Presidents,  
dear Secretaries,  
dear Colleagues,  
dear IUCAB friends!

IUCAB starts up the nomination process for the George Hayward Award 2025 in honour of George Hayward's dedication to the commercial agency profession.

The 15<sup>th</sup> George Hayward Award was won this year by Mr. Tommy Garnett, from Garnett Component Sales Inc. (MANA, US).

**The winner of the 16<sup>th</sup> Award will be announced at the occasion of the IUCAB Delegates Meeting on 30<sup>th</sup> May 2025 in Tallinn, Estonia.**

The IUCAB Executive Committee looks forward to receiving one nomination from each IUCAB Member Association for the Award.

**The Nominee has to be nominated by the IUCAB Member Association and must meet the following requirements:**

- be a National Association Member for at least 3 years,
- be an agent or run an agency for 5 years and
- be financially sound.

Please note that the application is not open to Delegates and Participants of the IUCAB Conference of Delegates.

We kindly invite IUCAB Member Association to nominate a candidate for the George Hayward Award 2025 and to inform the IUCAB Secretariat about your Association's nominee for the Award. Enclosed you find the Application Form for the nomination.



The nomination should preferably be done with a completed version of the attached form or, if not possible, with a written motivation which covers as many of the items listed in the attached form as possible and all other relevant information your Association may wish to present.

The IUCAB Executive Committee will decide who of the nominated persons will receive the Award after having considered the credentials of each national candidate. In order to allow the IUCAB Executive Committee for a timely examination of all nominations and to select the winner of the Award,

**you are kindly requested to submit your nomination to the IUCAB Secretariat  
not later than Friday, 28<sup>th</sup> of February 2025.**

We thank you in advance for your support and look forward to receiving a nomination from your Association.

Should you have any further questions with regard to the above, please do not hesitate to contact us.

Best regards

Olivier Mazoyer  
President

Christian Rebernig  
Secretary General

Enclosure



## GEORGE HAYWARD AWARD 2025 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
2022	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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

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**Market position of the Agency:**

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**Growth strategy of the Agency:**

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**Key success factors of the Agency:**

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**Description of the brand portfolio represented by the Agency:**

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

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

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

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

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

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

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