




6 September 2019 – Entry opens  
31 October 2019 – Entry closes  
30 November 2019 – Finalists announced  
26 February 2020 – Winners Presentation

 26 FEBRUARY 2020, JUMEIRAH BEACH HOTEL, DUBAI

## ENTRY GUIDANCE FORM

### MENA PRODUCT & SERVICE INNOVATION OF THE YEAR

This award will celebrate innovations that significantly enhance, extend or replace the traditional offer, creating new profit pools by serving new customer segments or existing segments in new ways, and entering or creating new markets.

#### **Entry**

To enter, please complete the entry form and submit a maximum of 3 supporting documents

1.	Please describe how your company has enhanced, extended or replaced the traditional offer
2.	Please provide details of new profit pools that are a direct result of serving new customer segments or existing segments in new ways
3.	Please provide details of new profit pools that are a direct result of entering or creating new markets.

**The website will open for entry submissions on 6 September 2019. You can start to prepare your entry online and make changes ahead of pushing the 'submit' button to meet the final deadline. The final deadline for entry will be at midnight on 31 October 2019.**

**For assistance, please contact [debbie.kidman@nqsm.com](mailto:debbie.kidman@nqsm.com)**