

Purpose

The National Export Strategy (NES) Essay Competition is jointly organized by the University of Curaçao, the Ministry of Economic Development and the International Trade Centre, to give young people a space to develop their views on Curaçao's economic development, and to create awareness of the importance of trade to Curaçao's socio-economic wellbeing.

Rules

1. The NES Essay Competition is open to all Curaçaoan students up to the age of 28 that are registered for a course at a post-secondary, state-recognized Curaçaoan educational institution.
2. Essays must be the original work of the student submitting the entry and should not have been presented for any other purpose or elsewhere published. Any entries found to contain plagiarized content will be disqualified. References and citations are allowed (and are excluded from word-count). Primary research is encouraged.
3. All entries must be written in English.
4. Essays must be between 2,000 and 3,000 words long and may contain tables, charts, images or photos (and are excluded from word-count).
5. Entries must be submitted by January 15, 2021 at 17:00 (GMT-4). Entries received after this time will not be considered eligible.
6. All entries must be submitted in editable electronic format (e.g. MS Word) as an attachment via e-mail to: curexport@gobiernu.cw.
7. All entries will remain the intellectual property of the author. However, the organizers reserve the right to promote, reproduce in full, in part, publish, or otherwise distribute any and all eligible essays without compensation, at any time.

Submission Details

In addition to sending the essay as an attachment, the e-mail should include the following information.

- Your name.
- Date of birth.
- Electronic mailing address.
- The educational institution that you attend. .
- Your student ID.
- The following statement; "I certify that the attached essay is entirely my original work and written exclusively for the purpose of the National Export Strategy Essay Competition." Omission of any of these details will result in disqualification.

Essay Question and Theme

Curaçao - Where Business Succeeds: What must change to transform Curaçao into a place where export is stimulated so that businesses can succeed and what must be done to achieve such change?

To preserve standards of living, Curaçao needs to raise its foreign exchange earnings. It is increasingly evident that the traditional sectors, upon which the Curaçaoan economy has depended on, such as oil refining, financial services and traditional tourism, are no longer sufficient to guarantee future jobs and increased prosperity.

Discuss one or more political, social or cultural aspects whereby current practices are unsuitable, or impede achieving the change that you consider fundamental to transforming Curaçao into a place where business succeeds. Describe the problem(s) and propose practical solutions to achieving the desired change.

Judging Panel

A panel of five (5) judges will independently review and score each eligible entry against pre-agreed criteria. The panel will be composed of representatives of the University of Curaçao, the Ministry of Economic Development, the International Trade Centre, and a Curaçaoan enterprise manager.

Prizes

Provided that there are sufficient quality entries (minimum number pre-agreed among the organizers), the following prizes will be awarded during a public ceremony, the date of which will be announced in due course:

- 1st prize: US\$ 2,500
- 2nd prize: US\$ 1,500
- 3rd prize: US\$ 1,000
- Up to five (5) runner-up prizes of US\$ 200 each.