

Filipina entrepreneur cited

A 2007 BS Management graduate from the Ateneo de Manila University was declared Laureate for Asia and one of five women entrepreneurs in the world to receive the 2nd Annual Cartier Women's Initiative Awards. The awarding ceremony was held on Oct. 17, 2008 in Deauville, France on the occasion of the Women's Forum for the Economy and Society.

Declared Laureate for Asia was Renee King who co-founded Tamang Timpla Foods (Philippines), a food manufacturing startup that promotes naturally pure and healthy Filipino foods. Tamang Timpla's star product is the Calamansi Squeeze, a pure and convenient, ready-squeezed, un-sweetened calamansi concentrate with a shelf life of six months. Calamansi Squeeze was developed by King and her partners Caroline Cua, Josephine Gabrielle Ocampo, and Jenica Cruz in 2006, while they were still students at the Ateneo de Manila University's School of Management Business Accelerator Program (SOMBA). SOMBA is a course which enables participants to design and start their own

business, with the guidance of professors and successful entrepreneurs from various industry sectors.

Tamang Timpla Foods, representing the Philippines, was among three teams from Asia that made it to the finals. Another three teams from each major continent, Africa, Europe, Latin America and North America, completed the 15 finalists.

Created in 2006 by Cartier and the Women's Forum for the Economy and Society in partnership with McKinsey & Company and INSEAD management school, the Cartier Women's Initiative Awards are an annual international entrepreneurship competition for women. Five laureates are awarded each year and receive US\$20,000, coaching support for a full year and an exclusive Trophy designed by Cartier. From an applicant pool of 400, one winner from each region (Africa, Asia, Europe, Latin America, North America) received a Cartier trophy, a US\$20,000 cash award, and will benefit from a full year of coaching from Cartier, McKinsey & Co., and INSEAD Business School.

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