With the announcement of the Cartier Awards 2018 finalists, Cartier remains deeply committed to supporting women entrepreneurs and creative excellence around the world.

Since 2006, Cartier, in partnership with INSEAD Business School and McKinsey & Company, has supported women entrepreneurs leading creative, for-profit start-ups that are financially sustainable and socially responsible. The international competition continues to contribute to the global economy, by seeking out bold female entrepreneurs who are making concrete contributions to finding effective and affordable solutions for future generations, as well as to encourage more women to achieve their full potential.

Cartier is pleased to announce today the 2018 finalists of the Cartier Women’s Initiative Awards. The 18 finalists were selected amongst 2800 applications from over 130 countries (among them Austria, Cameroon and Pakistan for the first time) which represents almost twice as many applications received compared to last year.

In this new edition, finalists distinguished themselves by the impact they are making in ensuring safe and dignified sanitation everywhere, in improving healthcare and social care systems and in optimizing the use of technology towards better education and professional opportunities for worldwide youth.

For the second consecutive year, the 18 finalists will be invited to the INSEAD Campus in Singapore, to participate in the Awards week program (bespoke business workshops and coaching sessions for the finalists as well as jury evaluation). The laureates will be announced at the international Cartier Awards ceremony, on April 26 2018, at the Capella, in Singapore. The event will host a specially curated TED session featuring a series of live conversations between women entrepreneurs and thought leaders about making concrete contributions towards effective and affordable solutions to today’s most pressing challenges, for future generations.

“In a decade, this initiative truly has made an impact: out of 198 finalists creating over 6000 jobs, 80% are still in activity, which is an amazing rate for start-ups. This is why we decided to scale it up and to give it even more scope and a higher prize as well as more recognition. With the Cartier Women’s Initiative Awards, our Maison aims to contribute to women’s empowerment efforts worldwide, and thus mirror Cartier’s values : curiosity, audacity, caring for others and willpower to lead the change. Sharing these women’s dreams and lives is part of who we are” shares Cyrille Vigneron, CEO of Cartier International.
New for this year is a two-pronged winning package:
- The 18 finalists will all receive personalized business coaching, media visibility, networking opportunities as well as a place on the INSEAD Executive Program (ISEP).
- Second prize for the 12 finalists: they will be awarded US$ 30,000.
- Finally, the 6 laureates will be awarded US$ 100,000 and one-to-one personalized business mentoring.

For more information on the program and video footage of the finalists, please visit:
www.cartierwomensinitiative.com
https://www.digitalnewsagency.com/stories/11970

For media inquiries, please contact:

Florence MARIN GRANGER
Corporate Communication Manager
Tel: +33 (0)1 58 18 10 23
florence.marin-granger@cartier.com

About Cartier
Founded in 1847, Cartier is one of the world’s most esteemed houses of luxury, designing and manufacturing exclusive collections of fine jewelry, wristwatches and prestige accessories, distributed through close to 300 Cartier boutiques worldwide.
www.cartier.com

About INSEAD
As one of the world’s leading and largest graduate business schools, INSEAD offers participants a truly global educational experience. With campuses in Europe (France), Asia (Singapore) and Middle East (Abu Dhabi), INSEAD’s business education and research spans three continents. Our 145 renowned faculty members from 40 countries inspire more than 1,400 students in our degree and PhD programmes. In addition, more than 11,000 executives participate in INSEAD’s executive education programmes each year.
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About McKinsey & Company
McKinsey & Company is a global management consulting firm, deeply committed to helping institutions in the private, public and social sectors achieve lasting success. For over eight decades, McKinsey’s primary objective has been to serve as its clients’ most trusted external advisor. With consultants in more than 100 offices in over 60 countries, across industries and functions, McKinsey brings unparalleled expertise to clients anywhere in the world. It works closely with teams at all levels of an organization to shape winning strategies, mobilize for change, build capabilities and drive successful execution.
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