Cartier announces the 21 finalists of the 2019 edition of the Cartier Women’s Initiative.

With the announcement of the 2019 finalists of the Cartier Women’s Initiative, Cartier is reiterating its commitment to women entrepreneurs, therefore hoping to showcase their key role in society and their contribution to the economy.

Since 2006, in partnership with INSEAD business school and McKinsey & Company, Cartier supports women running creative, financially viable and impact-driven companies, which are making concrete contributions to finding solutions for the future of our planet and which are bringing these solutions to the largest audience possible. Since its establishment 13 years ago, over 18,000 women worldwide have applied; 205 companies, creating over 7,000 jobs, operating in 52 countries, have been supported by nearly 400 jury members and coaches.

For the first time, 21 finalists were selected as the competition is now open to a 7th region given that Asia-Pacific has now been divided into two regions, namely Far East Asia and Southeast Asia & Oceania. The finalists were selected from almost 2,900 applicants from 142 countries (including Japan and Switzerland for the first time) thus confirming the net increase in applications in recent years.

After two years in Singapore, the programme has journeyed to the very heart of the global entrepreneurial stage, with San Francisco playing host to the finalists during the finale week and prize giving from 25 April to 3 May. The finalists will benefit from preparation and coaching sessions from members of the INSEAD network prior to submitting their proposals for evaluation by the jury. With the theme, “The Ripple Effect”, the 2019 ceremony will pay tribute to men and women entrepreneurs who serve as catalysts for change and growth within their communities and the broader society. Just like last year, the Cartier Women’s Initiative Awards will continue their partnership with TED through conversations and interactive sessions to provide for an inspiring, creative and stimulating ceremony.

The 7 laureates will be announced at the Cartier Women’s Initiative Awards ceremony on 2 May 2019, at San Francisco’s Fort Mason Center for Arts & Culture.

“With the Cartier Women’s Initiative, our company seeks to support women all around the world and thus honour values that are deeply anchored in the culture of our Maison: curiosity, audacity and openness. Sharing the dreams of these women and being a part of their lives is both a source of responsibility and one of pride for us. This community of women and the success achieved by their side inspires us to go even further in striving for a world enriched by diversity»,

Cyrille Vigneron, CEO of Cartier International.
The 7 laureates will take home US $100,000 in prize money; the other 14 finalists receiving US $30,000. Finally, the 7 laureates and 14 finalists will all benefit from one-to-one personalised mentoring, media visibility and international professional networking opportunities, as well as a place on an executive INSEAD programme.

For more information on the program and video footage of the finalists, please visit: www.cartierwomensinitiative.com


For media inquiries, please contact:
Alix DE IZAGUIRRE
Senior Project Manager Corporate Communications
Tel: +33 (0)1 58 18 17 19
alix.deizaguirre@cartier.com

About Cartier
A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine jewellery, watchmaking and fragrances, leathergoods and accessories: Cartier’s creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 275 boutiques. www.cartier.com

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