Cartier Women’s Initiative Awards partners with TED

Cartier Women’s Initiative Awards to host its annual event in Singapore, in partnership with TED to celebrate women & bold ideas.

Paris, France – To further develop their mission to support women entrepreneurs and encourage creative excellence across the world, the Cartier Women’s Initiative Awards is partnering with TED, the non-profit dedicated to ideas worth spreading.

The Cartier Women’s Initiative Awards will host a specially curated TED session during the Cartier Awards ceremony at The Capella on Thursday, April 26, one of the prime venues in Singapore where the annual Awards Week program will take place. The event will feature a series of live talks and 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.

“At Cartier, we very much value creative partnerships that enhance our curiosity and openness to the world,” said Cyrille Vigneron, CEO of Cartier. “Giving these women entrepreneurs a platform and a unique opportunity to share with one another here in Singapore. It is, for us, a fantastic window into the world as it is today.”

The Cartier Women’s Initiative Awards’ partnership with TED will add powerful voices and ideas to the event in ways that help the audience see women’s entrepreneurship through inspiring, empowering new lenses.

“TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world,” said Lisa Choi Owens, Chief Revenue Officer and Head of Global Partnerships at TED. “We are excited to be partnering with Cartier in its support of female entrepreneurs and their courageous ideas.”

In a spirit of engagement and empowerment, the 2018 ceremony will celebrate women entrepreneurs under the theme “Bold Alchemy”. TED will serve as a partner for the Cartier Awards Session, where a select group of speakers and change makers will engage in a conversation about how innovative efforts, when combined together, can create audacious alchemy, resulting in bold and impactful new creations.

Visit cartierwomensinitiative.com and TED.com to learn about how both organisations are fostering creativity and transformation.
For more information on the program, please visit:
www.cartierwomensinitiative.com

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About the Cartier Women’s Initiative Awards
Founded in 2006, the Cartier Women’s Initiative Awards are open to women-run, for-profit businesses in any country and sector working to create strong social impact. Since their creation, over 16,000 women from around the world have applied, 198 businesses from 49 countries have been supported by nearly 400 jury members and coaches.

About TED
TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks delivered by today’s leading thinkers and doers. Many of these talks are given at TED’s annual conference in Vancouver, British Columbia, its TEDWomen conference and its TEDGlobal conferences—then made available, free, on TED.com and many other channels.

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.
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