April 12, 2017 - The six laureates of the 2017 edition of the Cartier Women’s Initiative Awards were revealed at the Awards ceremony held at the historical Victoria Theatre and Concert Hall in the heart of Singapore.

In a spirit of engagement and empowerment, the 2017 ceremony celebrated women entrepreneurs under the theme “Transform. Lead the change you want to see”, and brought together speakers and change makers passionate about women’s vision and values.

Presented by Sandi Toksvig, the UK broadcaster famed for promoting gender equality in politics and society, the 2017 ceremony set the tone with a keynote speech by Eunice Olsen, celebrated Singaporean TV personality and tireless champion of women’s empowerment.

During a panel discussion Cartier CEO Cyrille Vigneron and INSEAD Dean Ilian Mihov keenly exchanged with entrepreneurs Privahini Bradoo and Rosaline Chow Koo about their experiences at corporate and start up level.

Cyrille Vigneron and Ilian Mihov announced the six laureates selected by an independent international jury amongst nearly 1900 applicants from over 120 countries:

**LATIN AMERICA**
- **Candice Pascoal**, Brazil  
  **KICKANTE**  
  Kickante addresses the lack of crowdfunding platform in Brazil by connecting campaign creators to donors.

**NORTH AMERICA**
- **Katie Anderson**, USA  
  **SAVE WATER & Co**  
  Save Water & Co aims to fight high wastage of water in commercial establishments and multi-family properties by using data analytics to improve business processes through water conversation.

**EUROPE**
- **Ciara Donlon**, Ireland  
  **THEYA HEALTHCARE**  
  Theya Healthcare offers post surgery undergarments for women, made of an innovative sourced from bamboo that is more absorbent and more bacterial resistant than other materials.
SUB-SAHARAN AFRICA

Salma Abdulai, Ghana

UNIQUE QUALITY PRODUCT
Unique Quality Product works with farmers, particularly women in producing and processing of Fonio. The company was formed with an idea of creating sustainable livelihoods for women farmers whose lands are degraded due to its excessive usage and creating a land management system. This innovation has led to sustainable food and fodder security, agroforestry and nutrition.

MIDDLE EAST & NORTH AFRICA

Sara-Kristina Hannig Nour, Egypt

SARA AND LARA’S BASKETS
Sara and Lara's Baskets tackles the lack of organic food options in Egypt by delivering weekly shipments of organic products directly to customers in Egypt’s largest cities.

ASIA-PACIFIC

Trupti Jain, India

NAIREETA SERVICES
Naireeta Services addresses the issues of drought and flash floods destroying farmers’ crops. It provides handmade water management solutions enabling small farmers to filter and store rainwater in the underground to become independent from extreme weather conditions and dry periods.

In addition to receiving a year of personalized mentoring, valuable media visibility and expanding networking opportunities, each laureate competing in the current edition will be granted a place on an INSEAD Executive Program (ISEP). This year, the prize money awarded to each laureate’s business has been increased fivefold from US$ 20,000 to US$ 100,000 in recognition of their contribution to finding innovative solutions for a sustainable future.

Cyrille Vigneron, CEO of Cartier International, let the audience in applause to recognize the laureates and spoke on the impact of this years’ award: “Since its inception in 2006 and in less than a decade, the programme has become a transformative step in the lives of 162 women entrepreneurs in over 45 countries, creating over 5000 jobs. The Cartier Women’s Initiative Awards reward and help the laureates with financial resources, mentoring support and a network in order to make their ideas and dream come true, feet on the earth and heads in the stars. I am happy and proud to develop these Initiative Awards, to encourage and support these great women to be the drivers of change.”

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, 12,900 women from around the world have applied, 166 businesses from 46 countries have been supported by over 200 jury members and coaches.

Discover the laureates' profiles on www.cartierwomensinitiative.com
For more information on the programme and video footage of the laureates, please visit:

www.cartierwomensinitiative.com
http://www.digitalnewsagency.com/stories/10557

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