



Apply to the Cartier Women's Initiative Awards before February 15, 2008!

In October 2007, the Cartier Women's Initiative Awards were given for the first time to five promising entrepreneurs, selected among four hundred projects received from all around the world (7% from Africa, 9% from Asia, 26% from Europe, 33% from Latin America, 25% from North America). For this second edition, we are looking for talented and creative women with original business projects to convince and surprise us!

What are the Cartier Women's Initiative Awards? A unique and international entrepreneurship competition awarding 5 women, one per continent, each year.

Who can apply? Women entrepreneurs in the initial phase with business projects yet to be launched or companies less than 3 years old.

Win 20 000 USD and a trip to Paris!

What can you win? Personalized coaching by McKinsey consultants and INSEAD alumni; 20 000 USD to fund your project; a trip to Paris for the international finals; a free entry to the Women's Forum worth 5000 euros and numerous media opportunities to build the reputation of your business!

Find out more on www.cartierwomensinitiative.com

Or contact us directly at + 33 1 58 18 10 28 / contact@cartierwomensinitiative.com



About the Partnership

The Cartier Women's Initiative Awards were created in 2006 by Cartier in partnership with the Women's Forum, McKinsey and INSEAD management school.

Cartier

Cartier is one of the world's most esteemed luxury brands, designing and manufacturing exclusive collections of fine jewellery, wristwatches, leather goods, fragrances, pens, eyewear and scarves through almost two hundred and fifty Cartier boutiques worldwide.

www.cartier.com

The Women's Forum for the Economy and Society

Created by Aude Zieseniss de Thuin in 2005, the Women's Forum for the Economy and Society is an independent and non-partisan platform for dialogue. An annual landmark event, it aims at promoting women's perspectives on major issues today.

www.womens-forum.com

McKinsey & Company

McKinsey & Company is a management consulting firm that, for more than 75 years, has been helping its clients achieve distinctive, substantial and lasting improvements in their performance. Its clients include more than half of the world's top 200 companies.

www.mckinsey.com

INSEAD

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas from around the world to change lives and transform organizations. The unique global perspective and multicultural diversity of INSEAD are reflected in all aspects of its research and teaching.

www.insead.edu