

International Association Les Henokiens - Château du Clos Lucé

THE 2017 «LEONARDO DA VINCI PRIZE» AWARD

On June 22, 2017 the 7th « **Leonardo da Vinci Prize** » was awarded within the prestigious frame of the Stadtpalais Liechtenstein to Mrs. Marisa Schiestl-Swarovski, Chairwoman of the Shareholders' Meeting and 5th generation member of the family of the same name, by Mr. Karl Heinz Fischer former President of the Austrian Republic in the presence of the Henokiens President, Willem van Eeghen, François Saint Bris, President of le Château du Clos Lucé-Parc Leonardo da Vinci, the Cardinal Christoph Schönborn, Archbishop of Vienna, Mr. Georg Kapsch, President of the Austrian Federation of Industries (Industriellenvereinigung), the ambassadors of Italy and UK, her HRH Princess Marie Liechtenstein, all the guests of the Henokiens association and of the LGT Bank.



Swarovski is a company 100% owned by the Swarovski family, which designs, manufactures and sells highest quality crystal and jewelry, long range optical products and grinding tools. Swarovski achieves a global revenue of 3, 37 billion euro, employs approximately 32.000 people and sells its products in 170 countries.



In his speech, President van Eeghen stressed that, in unison with the previous winners of the Prize, Swarovski had in common with Leonardo da Vinci this tremendous ability to continuously transmit essential values and skills to the following generations, being a necessary condition for the success and the sustainability of the company. All these values and ethics have helped building the reputation of a family whose name has become an unmistakable worldwide brand and the benchmark for craftsmanship and empowerment of creative expressions. In concluding his speech, Willem van Eeghen said he was delighted to present this award to a company which radiates a brilliance symbolic for the glare of its crystal glass, the splendor of its optics, the elegance of its design and its genius of Innovation.

François Saint Bris underscored that Swarovski began its entrepreneurial adventure in 1895 by building its reputation in Austria on its knowledge of glass and the use of energy. The Swarovski family, passionate about glass and technology, has devoted all its investments and expertise through its many projects, to provide innovative solutions to the challenges faced by this industry. Echoing the discoveries made by Leonardo da Vinci, François Saint Bris points out this great resonance between Leonardo da Vinci's research to unravel the secrets of geometric shapes, grinding tools, lenses and light and long-range optical instruments that Swarovski uses throughout the world, in a way that respects people and the environment. This "Leonardo da Vinci Prize" awarded to Swarovski is thus rewarding the exemplary action of a family business and a tremendous human entrepreneurial adventure for more than a century.



Cardinal Christoph Schönborn, Archbishop of the City of Vienna (photo on the left) presented his philosophical and theological ideas on the topic "Conserving traditions-Breaking traditions" applying perfectly to Swarovski which was always inspired by its pioneering spirit while being committed to create the conditions of its growth while respecting mankind and environment. Mr. Georg Kapsch (photo on the



right), President of the Federation of Austrian Industries (Industriellenvereinigung), emphasized how complex it is for old companies to manage the inevitable tensions between the preservation of the traditions constituting the soul of the company and the indispensable refreshing and renewal of these traditions, being necessary conditions to progress and to remain competitive, which Swarovski has succeeded perfectly.



"I am honored to present today the Leonardo da Vinci Prize to Swarovski, this highly successful, creative and innovative company that I hold in very high esteem", said Karl Heinz Fischer. "This company which has an impressive history is well-known and respected worldwide. Austria would not be where it is today without the innovative force of companies like the today's award-winner. As a former member of the Austrian government, as a long-standing president of the National Council of Austria and as President of Austria from 2004 to 2016, it gives great pleasure to participate in this ceremony and give this Prize to Mrs. Marisa Schiestl Swarovski".



“We have this legacy of my great-great-grandfather, Daniel Swarovski, the founder of the company and we are striving to transmit it in our turn”, said Marisa Schiestl-Swarovski, Chairwoman of the Shareholders Meeting composed of 78 people from the fourth and fifth generations. “In the management committee, only members of the family are responsible for the various business units: “Components”, “B to B”, “Lighting”, etc. Last year, the company set up a family development council, an

entity devoted to new generations whose objective is notably to prepare the succession for the sixth generation. In a company like ours, we are not looking at one quarter in advance. We operate on a generational scale. Our idea is to remain a family within the company and not just to merely withdraw to a mere ownership role”.



The trophy of the Leonardo da Vinci Prize

The trophy, designed by member Mellerio dits Meller, is inspired by the flying helix invented by Leonardo da Vinci. It embodies the laudable values of superiority, advancement and vision that the “Prix Léonard de Vinci” was created for to recognize, promote and reward.