

International Association les Hénokiens - Château du Clos Lucé

THE 2021 « LEONARDO DA VINCI PRIZE » AWARD

On October 2021 the 28th, the 10th « Leonardo da Vinci Prize » has been awarded in Lyon in the prestigious « Grand Hôtel Dieu » to Thierry de La Tour d'Artaise, Chief Executive Officer of Groupe SEB, by Patrick Martin, Deputy President of Mouvement des Entreprises de France (MEDEF) and Michel Barnier, former French minister and Brexit negotiator at the European commission in the presence of the vice president of the Henokiens Association, Willem van Eeghen and François Saint Bris, president of Château du Clos Lucé-Parc Leonardo da Vinci.



Willem van Eeghen- Patrick Martn - Thierry de La Tour d'Artaise - Michel Barnier-François Saint Bris



Willem van Eeghen vice president of the Henokiens Association said he was delighted to extend this line by having found a new and worthy bearer of the Leonardo da Vinci prize in Groupe SEB. Earlier winners have built their reputation on the values and ethical principles originally set by their founders. With these earlier winners, Groupe SEB share: a bond between company and family. Over 8 generations this family business has developed key values: entrepreneurial drive, passion for innovation, professionalism, respect for people, group spirit, a great adaptability to market evolutions and an endeavor to

develop innovative and sustainable products and services. These principles have helped to build the reputation of the SEB company whose name has become synonymous with an unmistakable brand and benchmark in its market.

For François Saint Bris, president of Château du Clos Lucé - Parc Leonardo da Vinci, the Groupe SEB has developed and passed on a responsible model that creates values for all, combining ethics, respect for people, loyalty and fairness, social and environmental responsibility. This company has always cultivated a tradition of civic commitment, helping people in difficulty by supporting the social and solidarity economy. The fight against exclusion in all its forms is widely supported by its employees through actions to reintegrate people into society through work, education, training, housing equipment. Groupe SEB, through its history and that of its leaders for eight generations, perfectly illustrates the vision, commitments and loyalty of a family dedicated to a traditional sector and a geographic region.



Presenting the prize to Thierry de La Tour d'Artaise, Patrick Martin would like to salute the career of Groupe SEB, a company which remarkably embodies an industrial and family adventure attached to its home territory. Patrick Martin declares to pay the greatest attention to this business model through his functions at MEDEF and those within his family group from the Auvergnès-Rhône-Alpes region which, he hopes, could become Henokiens in 8 years. He considers that, when a tradition of values and know-how is combined with great adaptability and a formidable ability to project oneself into the future, all the ingredients are there for performance

For Michel Barnier, if this Leonardo da Vinci Prize awarded to Groupe SEB is a tremendous reward, it is also a strong sign of encouragement sent to this flagship of our industry which is the pride of its region and its country. Like his newly inaugurated innovation center, Michel Barnier considers that innovation at SEB, as in all family businesses, is the key to sustainability. He adds that you run this type of business with the goal of surviving you. By presenting the Leonardo da Vinci Prize to Thierry de La Tour d'Artaise, he endorses the selection criteria for the winner of this 10th edition, including, in particular, respect for people, management and long-term vision and commitment in terms of ecology and the environment.





Receiving the Leonardo da Vinci Prize, Thierry de La Tour d'Artaise said he was very impressed to be alongside companies which represent many centuries of existence and which are part of the world heritage. Companies that have been able to navigate in bad weather and who have never forgotten what their founders left them. For Thierry de La Tour d'Artaise, the family business is a matter of innovation, or even of reinventing the development model. He highlights those companies which, like Groupe SEB, promote a whole set of values: "entrepreneurship" - "innovation" - "solidarity" - "the spirit of a group shared by all" constituting a guarantee of sustainability, because for him "to last" is the key word of all these family businesses, honored through the family company that he represents today with the Leonardo da Vinci Prize.



The trophy of the Leonardo da Vinci prize

The trophy, designed by the Henokiens member Mellerio, 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.