

## MEDIA RELEASE

17<sup>th</sup> November 2020

### **FBN Next Generation Lombard Odier Award 2020 champions the next generation of entrepreneurs**

The Family Business Network (FBN) and Lombard Odier have nominated three exceptionally promising young family business entrepreneurs as finalists in the 12th FBN NxG Lombard Odier Award.

The finalists had the opportunity to pitch their projects to hundreds of family business leaders at the FBN Global Family Gathering – “Together Appart, Redefining Success Across Generations”, held online 12-13 November, where the overall winner was revealed.

The COVID-19 outbreak has presented intense challenges to any entrepreneurial journey and yet one thing is certain: it will accelerate the next wave of innovation. Throughout these challenging times, FBN and Lombard Odier believe it is essential to consistently foster and support young NxG entrepreneurs.

Family businesses are well-known for their resilience over time and throughout crisis, and the same should hold true for NxG entrepreneurs! The FBN NxG Lombard Odier Award was created in 2009 to celebrate and support outstanding intrapreneurial and entrepreneurial projects initiated by the next generation of family business owners.

The 2020 finalists were chosen by a jury of senior business leaders and entrepreneurs who reviewed candidates aged between 18 and 40 from 10 different countries. The finalists and their projects were selected based on the following criteria: Innovation, Viability, Sustainability, Communication.

The three finalists for the 2020 edition of the NxG Award are:

- **WINNER:** Max Parmentier, 5th Generation Bekaert, Belgium, founder of “Birdie”
- **FINALIST:** Preeyam Budhia, 3rd Generation Patton Group, India, founder of “Embracing Green”
- **FINALIST:** Rehan Amarasuriya, 5th Generation de Silva group, Singapore, founder of “Profile Print”

**Frédéric Rochat, Managing Partner at Lombard Odier said:** *“We offer our sincere congratulations to Max Parmentier as the recipient of the FBN NxG Lombard Odier award, and to Preeyam Budhia and Rehan Amarasuriya for the fantastic achievement of reaching the final stage. Entrepreneurship and innovation sit at the heart of family businesses, and we are very proud to be a partner in the FBN Next Generation award.”*

*“At Lombard Odier, we are convinced that in a post-covid world, there is no going back to business as usual. This is a conviction we share with the members of the Family Business Network. Today, more than ever, we must focus on sustainability as there is a profound economic transformation underway.”*



*“This award is a natural extension of these principles and has been created to support innovative and sustainable initiatives devised by the next generation of family entrepreneurs from all over the world.”*

### **The Winner**

### **Max Parmentier, 5th Generation Bekaert, Belgium Founder of “Birdie”**

Max Parmentier is a member of NextGen and of the 5th generation of Bekaert, the world market and technology leader in steel wire transformation and coatings.

Over the generations, Max’s family has transmitted the values of entrepreneurship, social stewardship and resilience. This has inspired Max throughout his career to undertake new systemic initiatives to drive social change.

Max is the co-founder and CEO of Birdie, an age tech startup looking after the elderly. Birdie uses digital products, IoT and machine learning to help deliver better, preventive care for our elders to live healthier and happier at home. Birdie ranks among the best startups in Europe and is B-Corp certified. It aims at radically improving the lives of millions of older adults and at shaping a new kind of corporation that takes responsibility for our communities and our environment.

<https://www.birdie.care/>

Previously, Max was the founder and CEO of the world’s largest global health e-marketplace under the hosting of the Global Fund and the Bill & Melinda Gates Foundation. Max has a background in social innovation in startups, public and private sector, including as manager at McKinsey in the sustainability and climate change practice.

Max holds a Master in Management and Engineering from UCL, Belgium, a Master in International Management from CEMS and Master in International Economic Policy from Columbia University in New York.

*Max says: “I’m very inspired by the story of my ancestor who launched Bekaert. He was an entrepreneur in his soul. In my family, we have an abnormal number of entrepreneurs (starting with my brothers). We grew up with my grandfather telling us stories on how one person could impact an entire sector. On how freedom of thoughts and actions were powerful. On how we were master of our destiny and life was ready to be reaped. He gave us that comfort to dare and try. Since my childhood, these stories have inspired me to try many new things without fearing to fail, and with the vision and ambition that nothing is impossible.”*

Nominations for the 2021 FBN Next Generation award are now open – for further information, please visit <https://www.fbn-nxgaward.com/>



## NOTES TO EDITORS

### The finalists' profiles:

#### **Preeyam Budhia, 3rd Generation Patton Group, India**

#### **Founder of "Embracing Green"**

<https://www.pattonindia.com/rain-water-harvesting-ground-water-recharging/>

<https://www.youtube.com/channel/UCFsnzLJP-Rz84N9b0GpWYEA/videos>

Preeyam Budhia, President - Business Development at Patton Group, is the third generation leader of her family business. She has initiated & expanded the Steel Fittings Exports business into the Middle East & North Africa (MENA) and is also the driving force behind bolstering the traditional family business' digital presence. Preeyam joined the over three-decade-old family business upon her return from the UK, where she spent her educational & professional formative years. She graduated in Management from the University of Nottingham and studied Executive Management & Entrepreneurship at the London School of Economics & Political Sciences. She has also worked at illustrious institutions like Barclays Capital and Lehman Brothers, London, UK.

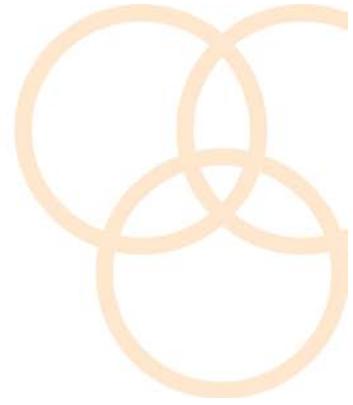
An intrapreneur with an entrepreneurial spirit, she is a passionate champion of sustainability & green initiatives. As Head - New Projects Division, she launched a Sustainability Vertical at Patton called 'Embracing Green' which focuses on Water Conservation & Renewable Energy initiatives such as:

- Rainwater Harvesting & Ground Water Recharging
- Water-on-Wheels (Roller Tanks)
- Solar Rooftop Projects

As a green ambassador, Preeyam is implementing rural and urban grass-root solutions, spreading awareness via talks, panel discussions & multimedia outreach solutions, and building a sustainable future. Her newest project is the Contactless Safe Hand Wash Station - a safety initiative by Patton Group to combat Covid-19. This hands-free innovative & efficient hand washing solution is making an impact every single day.

Winner of the Aparajita Award (Young Entrepreneur) in 2016, Preeyam is on the CII National Committee on Renewable Energy, CII Eastern Region Healthcare Committee and is the founding member of Young President's Organization Next Gen (YNG, Kolkata Chapter). She has also won the International Hospitality Council's Award 2019 (Hospitality with a Cause) and The Telegraph Food Guide Awards for Excellence 2018 & 2019 (Café with a Cause) for Café ICanFly.

A fitness enthusiast, swimmer, and badminton player, she is someone who never misses work or a workout. She is Head, New Initiatives at Caring Minds (Mental Health & Psychological Wellness Centre), a social enterprise founded by her mother and the Cofounder of Café ICanFly (A café run by special needs individuals). She is also Director at AddLife Fitness & Spa, which is a family endeavour.



**Rehan Amarasuriya, 5th Generation de Silva group, Singapore**  
**Founder of “Profile Print”**

<https://www.profile-print.com>

Graduating with a Bachelor of Finance degree from Monash University, Rehan Amarasuriya is the 5th generation leader of the BP de Silva Group - a local Singapore conglomerate with an extensive portfolio of lifestyle and luxury brands.

Anchored in the family’s 147 year heritage, he leads the Group’s strategy particularly in its tea investments with Nava 1872 - a specialty tea company based in Singapore, Tea Tang - a tea production plant in Sri Lanka that supplies tea to markets globally, and teapasar - a local retail-tech startup with a patented A.I. food fingerprinting technology, ProfilePrint.

ProfilePrint is a Food Ingredient Analysis SaaS (Software-as-a-solution) platform based on non-destructive A.I. food fingerprinting technology, allowing rapid authentication, characteristics prediction such as taste profiles, which empowers B2B users to match, source and sell better.

With his passion in the tea industry, Rehan is a thought leader who continually seeks to reinvigorate an industry steeped in tradition with innovation.

**The Jury**

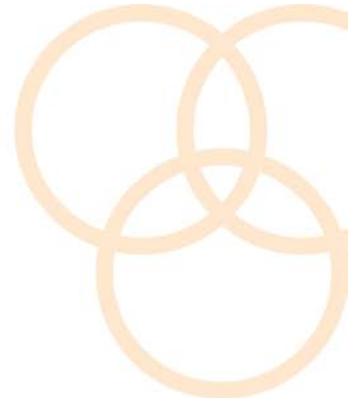
Biographies and photos: <https://www.fbn-nxgaward.com/jury>

- Alexis du Roy de Blicquy, Switzerland, CEO of FBN-The Family Business Network
- Edouard de Saint Pierre, Switzerland, Senior Vice President, Lombard Odier Group
- Karoline Gleditsch, Norway, NxG Leader & Executive FBN Norway, 4G Jotun Company
- Robin Pho, Singapore, 2G, Right People Renewable Energy, Winner NxG Award 2019
- Philippe Grodner, France, 2G, Simone Perele, FBN Board Member
- Selen Toron, Turkey, Director FBN Turkey

**About the FBN Next Generation Lombard Odier Award**

Entrepreneurship is what lies at the heart of a family business. Every family business started with an idea and one person (or a group of people) who had the drive to make it happen and the willingness to take a risk. The entrepreneurial mind-set is part of the genetic makeup of family business.

The NxG Award was created in 2009 with the purpose of championing young family business members who initiated entrepreneurial or intrapreneurial projects. Since its launch, the Award has supported young innovators in their journey. Building on 12 years of successful entrepreneurial stories, the Award fosters a community of young NxG entrepreneurs within the global network. <https://www.fbn-nxgaward.com/>



## About Lombard Odier

Lombard Odier is a leading global wealth and asset manager. For over 220 years and through 40 financial crises the Group has combined innovation and prudence to align itself with the long-term interests of private and institutional clients. The Group is solely owned by its Managing Partners, has a highly liquid balance sheet and is well capitalised with a CET1 ratio of 29.7% and a Fitch rating of AA-.

Lombard Odier provides a complete offering of wealth services, including succession planning, discretionary and advisory portfolio management, and custody. Asset management services are offered through Lombard Odier Investment Managers (LOIM). The Group has also created cutting-edge banking technology, which is offered to other financial institutions.

The Group had total client assets of CHF 290 billion at 30 June 2020. Headquartered in Geneva since 1796, at end-June the Group had 29 offices in 23 jurisdictions and employed 2,535 people.

**For more information:** [www.lombardodier.com](http://www.lombardodier.com)

## About the Family Business Network (FBN)

**The Family Business Network is the world's leading organization of business families.**

Founded in 1989 and headquartered in Lausanne, FBN is a federation of Member Associations spanning 65 countries. A vibrant community, FBN brings together 4,000 business families - encompassing 16,000 individuals of which 6,400 are Next Generation - through 1,000+ annual events online and offline.

**At FBN, we enable our members to thrive and transform across generations to build a more sustainable future.** Our activities offer a safe space where business families can learn from, share with and inspire each other in a variety of formal and informal settings.

FBN is an inclusive organization that welcomes all business family members. **We are a community of communities** that develops programming tailored to the wide needs and interests of our members including by generation, role, and topic.

Our **Next Generation** community is comprised of over 6,400 members that actively connect and support each other via numerous events and activities, including an annual NxG Summit, an internship program and an online community.

**Polaris** is a global movement of business families championing Family Business as a Force for Good. We create thought leadership content, develop case studies, and design events to enable family businesses to Redefine Success Across Generations.

We also provide a safe space for **Entrepreneurs** to gather together as a community, inspiring and challenging each other to build new and better business ventures.



Our newest communities support:

**The Now Generation:** business leaders that are actively involved with their family business but perhaps not fully in power yet.

**Large Families:** cousins' consortiums with 50 or more shareholders.

**Family Office:** family businesses transforming into families in business.

**Family Business for Sustainable Development** is a partnership between FBN & the United Nations focused on advancing sustainability practices of family businesses and creating a shared prosperity for all. The FBSD Pledge is a global call to action for business-owning families, their firms and the wider family business ecosystem to promote a more purpose driven business model therefore contributing to global sustainable development, inclusive growth and prosperity for all.

Watch our campaign

[https://www.youtube.com/watch?v=v4BiAUbQ9MY&feature=emb\\_logo](https://www.youtube.com/watch?v=v4BiAUbQ9MY&feature=emb_logo)

#### Our Values

- Confidentiality and non-solicitation
- Diversity and Inclusion
- Commitment and Involvement
- Fun
- Be a force for good

For further insights, please visit [www.fbn-i.org](http://www.fbn-i.org) and read our activity report.

<https://www.fbn-i.org/sites/default/files/2020-06/FBN-Activity-report-2019-Interactive-PDF.pdf>

**Andreas Kessler**  
Lombard Odier Group  
Tel.: +41 22 709 21 21  
[an.kessler@lombardodier.com](mailto:an.kessler@lombardodier.com)

**Alexis du Roy de Blicquy**  
The Family Business Network  
Tél.: +41 (0) 79 489 63 93  
[alexis.duroydeblicquy@fbn-i.org](mailto:alexis.duroydeblicquy@fbn-i.org)

#### Important Information

This media release has been prepared by Bank Lombard Odier & Co Ltd, a bank and securities dealer authorised and regulated by the Swiss Financial Market Supervisory Authority (FINMA) (hereinafter "Lombard Odier"). It is not intended for distribution, publication, or use in any jurisdiction where such distribution, publication, or use would be unlawful, nor is it aimed at any person or entity to whom it would be unlawful to address such a document. This media release is provided for information purposes only. It does not constitute an offer or a recommendation to enter into a relationship with Lombard Odier, nor to subscribe to, purchase, sell or hold any security or financial instrument.

This document may not be reproduced (in whole or in part), transmitted, modified, or used for any public or commercial purpose without the prior written permission of Lombard Odier.

© 2020 Bank Lombard Odier & Co Ltd – All rights reserved