



*Promoting excellence and international  
role models in venture philanthropy.*

For immediate release

Contact: Lee Davis at NESsT: [ldavis@nesst.org](mailto:ldavis@nesst.org)  
+(1 209) 988-9604

## **NESsT to present “Golden Egg Award” for excellence in venture philanthropy to William Watson of Société Générale Asset Management**

**NESsT, an international leader in applying a ‘philanthropic investment’ approach to support the development of social enterprises in emerging market countries, is presenting its fourth International Venture Philanthropy Award (the “NESsT Golden Egg Award”) to William Watson, Chief Investment Officer at Société Générale Asset Management, at the 10<sup>th</sup> Annual CEE Private Equity Forum in London, October 30.**

LONDON [OCTOBER 30, 2006] – [NESsT](http://www.nesst.org), an international, nonprofit venture philanthropy organization with offices in Budapest (Hungary), Santiago (Chile), and California (USA), has announced that it will present its **International Venture Philanthropy Award**, known as the “**NESsT Golden Egg Award**,” on October 30<sup>th</sup> in London. The NESsT Golden Egg was established in 2001 to promote excellence in the field of venture philanthropy and to celebrate international venture philanthropy role models. The Award will be presented during the **10<sup>th</sup> Annual CEE Private Equity Forum**, an annual event organized by C5 to bring together private equity and venture capital professionals active in the Central & Eastern European (CEE) region.

The 2006 NESsT Golden Egg will be awarded to **William Watson**, the Chief Investment Officer at SGAM Alternative Investments (SGAM AI) responsible for Private Equity in Eastern and Central Europe. The Award recognizes Mr. Watson’s leadership as one of the most active advisors, donors and volunteers to the NESsT Venture Fund in CEE. “Bill is a great philanthropic role model for his peers. He has been incredibly generous to NESsT as a donor as well as with his time and network of contacts. He has raised awareness of venture philanthropy among his colleagues and friends across Europe, helping to build confidence in our work among the private equity industry,” said Lee Davis, NESsT’s Co-Founder & CEO.

Mr. Watson individually, and through his former firm, Baring Corilius Private Equity which was acquired by SGAM AI in January 2006, has supported NESsT since 2004, providing one of the first donations from a private equity firm to support the NESsT Venture Fund portfolio of social enterprises in CEE. He has also been an active member of the NESsT International Business Advisory Network (IBAN), helping NESsT to build a strong network and profile among private equity professionals across Europe.

< continues >

“NESsT is helping the nascent central European charitable sector to start with the best practices of sustainability and build a strong foundation for the future,” says Watson. “I see NESsT playing an important role in helping charity in the region to start on the right foot. Their approach of introducing sound commercial principals to compliment charitable giving is ideally suited to the sector’s development.”

Watson will be the fourth venture philanthropist to receive the NESsT Award. In 2004 and 2005, the Award was also presented at the C5 Forum to **Brian Wardrop** of DBG Eastern Europe (Budapest) and **Daniel Lynch** of 3TS Capital Partners (Prague), respectively, for their on-going support to the NESsT Venture Fund. The Award was first presented at the NESsT [International Venture Philanthropy Forum](#) in Budapest (October 2001) to Mr. **George Roberts**, founding partner of private investment firm Kohlberg Kravis Roberts & co. (KKR), in recognition of his efforts in founding REDF, a venture philanthropy fund in San Francisco.

The 2006 Golden Egg Award itself is a sculpture of bronze and wood commissioned by NESsT from **Gordon Senior**, a California-based artist from England. Born in Yorkshire, Senior moved to the United States in 2002 to take up the post of Chair of the Art Department at California State University, Stanislaus.

Prospective recipients of the NESsT Golden Egg Award are identified based on nominations from NESsT staff, Board members, and advisors around the world.

**About William Watson:** **William (Bill) Watson** is Chief Investment Officer for Eastern European Private Equity at [SGAM](#) Alternative Investments. Part of the Société Générale Group, the private equity division has a strong focus on developing private equity in the emerging markets. Prior to SGAM, Bill was a partner with Baring Corilius Private Equity, a private equity firm focused on Central Europe that was acquired by SGAM AI in January, 2006. He was also a Senior Banker at the European Bank for Reconstruction and Development (EBRD), first as a member of the Hungary team and then in a regional role with the Telecoms Team. Bill began his career with Salomon Brothers in International Corporate Finance in New York and Toronto. A Canadian and French citizen, he holds a Bachelor of Commerce degree from the University of Toronto and an MBA, with distinction, from INSEAD.

**About C5:** Convener of the [CEE Private Equity Forum](#), C5 is a London-based group of companies spanning five continents dedicated to leading edge business information, high level conferences, executive forums and publications including: EuroForum (UK), EF International, EuroLegal, the American Conference Institute and The Canadian Institute.

Visit: <http://www.c5-online.com/ceepef06.htm>

**About NESsT:** Founded in 1997, NESsT is an international, nonprofit philanthropic investment organization dedicated to finding lasting solutions to systemic poverty and social injustice through the development of social enterprises -- mission-driven businesses that increase the financial sustainability and social change impact of civil society organizations. Visit: [www.nesst.org](http://www.nesst.org)

About the artist **Gordon Senior**: [www.gordonsenior.com](http://www.gordonsenior.com)

More information on the NESsT Golden Egg Award is available at:  
[http://www.nesst.org/furthering\\_award.asp](http://www.nesst.org/furthering_award.asp)

< end >