



GOLD MERCURY INTERNATIONAL AWARD

Recognising good global governance since 1961

Visionary leaders solving
global challenges



Gold Mercury
50th Anniversary
1961 - 2011



“The mission of the Gold Mercury Awards is to advance our planet’s transition to a sustainable system and a global civil society with a universally shared identity and values.”



Eduardo De Santis,
Founder & Chairman of
Gold Mercury International



In 1961, Gold Mercury International adopted the Roman and Greek God Mercury (Hermes) as its symbol. Mercury (Hermes) was the mythological messenger of the gods and patron of trade, commerce and travel. Mercury was regarded as a great mediator

and able to reconcile disparate or contradictory beliefs by amalgamating practices of various schools of thought.

The original gold statue of Mercury was designed (circa 1564) by the Flemish sculptor Jean Boulogne.

The symbol represents our values of visionary leadership, excellence in governance and peace through cooperation and commerce.



Gold Mercury International Awards

The Global Symbol of Visionary Leadership and Good Governance

The global Awards recognising visionary leaders solving worldwide challenges

Over the past fifty years Gold Mercury has presented its Awards to some of the most respected and inspirational figures in the world. Gold Mercury laureates are visionary leaders, innovators, inventors, catalysts for change and inspirational people who want to transform our world.

Established in 1961, the Gold Mercury Awards were the first international governance Awards. They are one of the most historic and established global recognitions. The Gold Mercury Awards are presented to world leaders, individuals, companies, organisations and institutions that demonstrate visionary leadership in eight critical areas of global governance, and for outstanding achievements in solving global challenges.

In today's globalising world we are faced with an increasing number of issues and problems that defy state boundaries and go beyond the capacity of any single individual or state to resolve.

These issues need to be addressed through processes that promote sustainable globalisation, better Global Governance and

Visionary Leadership. We believe the work of Gold Mercury International has never been so vital to support these aims.

In bringing together visionary leaders from around the world, the Gold Mercury Awards foster cooperation and a shared understanding of problems and triumphs at an influential and global level.



“These historic Awards were primarily designed to recognise and honour the remarkable individuals who share our values and who have made significant contributions in finding solutions to the most pressing issues of our time.”

Nicolas De Santis, President & Secretary General of Gold Mercury International



Kerry Kennedy was recognised with the 2006 Gold Mercury Humanitarian Award for her work as an internationally renowned human rights activist. She is the Founder of both The Robert F. Kennedy Memorial Center for Human Rights and the “Speak Truth to Power Programme”.



Álvaro Uribe Vélez, former President of Colombia, was awarded the 2009 Gold Mercury Peace & Security Award for his efforts in transforming Colombia

from a semi failed state into a more secure nation and for advancing social cohesion and national development.





A Historic Global Governance Award

Gold Mercury has been a pioneer in recognising the importance of advancing governance practices in business, society and world affairs. Gold Mercury International has always recognised, since its earliest beginnings, that good governance, sustainability, peace, democracy and cooperation cannot be protected or achieved without a clear contract and partnership amongst governments, international organisations, business, industry and society as a whole. Our Awards started over fifty years ago as a symbol to recognise the advancement of governance in our world. With the advent of globalisation, it now also recognises the visionary leaders that aim to solve the most pressing global challenges faced by humanity.



The United Nations flag flying alongside the Gold Mercury flag in New York. Secretary Generals of the UN, UNICEF and FAO have been awarded the Gold Mercury Award.



GOLD MERCURY'S GLOBAL GOVERNANCE AWARD LAUREATES INCLUDE VISIONARY LEADERS IN KEY GLOBAL AREAS:



Global Culture - Sports
Rudolf Dassler
Puma AG

Global Economic & Social Policy
Jean Rey
First President
European Commission

Int. Law & Humanitarian Affairs
United Nations

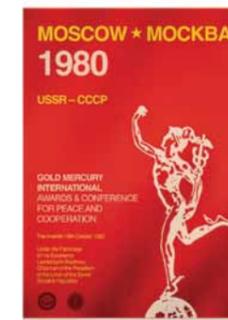
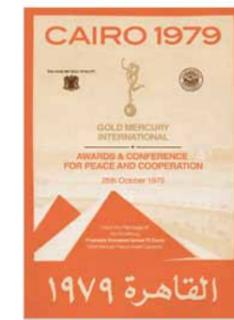
Global Economic & Social Policy
Masaru Ibuka
Co-founder
SONY Corporation

Global Economic & Social Policy
Ramon Areces
El Corte Inglés

Global Economic & Social Policy
Gianni Agnelli
Fiat Spa

Global Economic & Social Policy
Emilio Botin
Santander

Global Economic & Social Policy
Gunnar Engellau
Volvo



Gold Mercury commemorative posters celebrating our Award Ceremonies and Summits over the years



King Juan Carlos receiving the 1977 Gold Mercury Peace & Security Award from Eduardo De Santis, Chairman of Gold Mercury and Alfonso Escamez, President of Banco Central of Spain. The Gold Mercury Award recognised King Juan Carlos' critical role in Spain's peaceful transition from a forty year dictatorship to a new democracy.



Leonid Brezhnev
Former Leader of the Soviet Union & General Secretary of the Communist Party receiving the Gold Mercury Peace & Security Award in 1980 for signing the Strategic Arms Limitation Talks (SALT) with the US which aimed to limit the use of nuclear weapons.

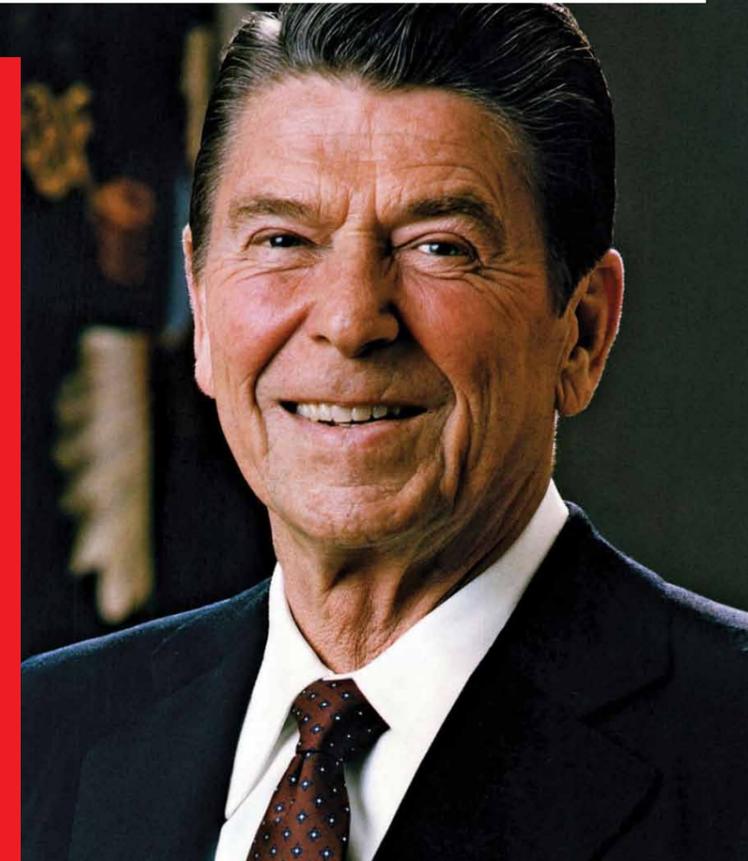


Italian President Giuseppe Saragat receives the Award in 1961 for his work to advance democracy in Italy.



"I am particularly pleased that you honor my efforts to promote peace with freedom, a goal toward which the people of the United States strive. Certainly the Gold Mercury International organisation is correct in saying that only through international cooperation can peace with freedom become a reality. Nancy and I give you our best wishes for continued success in your work and your efforts to encourage people of all parts of the world to work together toward a world of peace, freedom, and prosperity."

Ronald Reagan, Former President of the United States





Gold Mercury Award Ceremonies and Summits

Organising Gold Mercury Award Ceremonies and Summits has always been part of our mission to bring together the world's greatest minds to debate crucial world issues and affairs. Their purpose has always been to discuss pressing global matters and advance governance and trade to foster peaceful relations and international cooperation.

THE GOLD MERCURY AWARDS ARE HELD IN SOME OF THE MOST PRESTIGIOUS VENUES IN THE WORLD:



1981 Award Ceremony and Summit
Sofia, Bulgaria



2006 Award Ceremony and Summit
Palazzo Cavalli
Franchetti on the Grand Canal in Venice, Italy



2009 Award Ceremony and Summit
The Presidential Palace
Casa de Nariño, Bogotá, Colombia

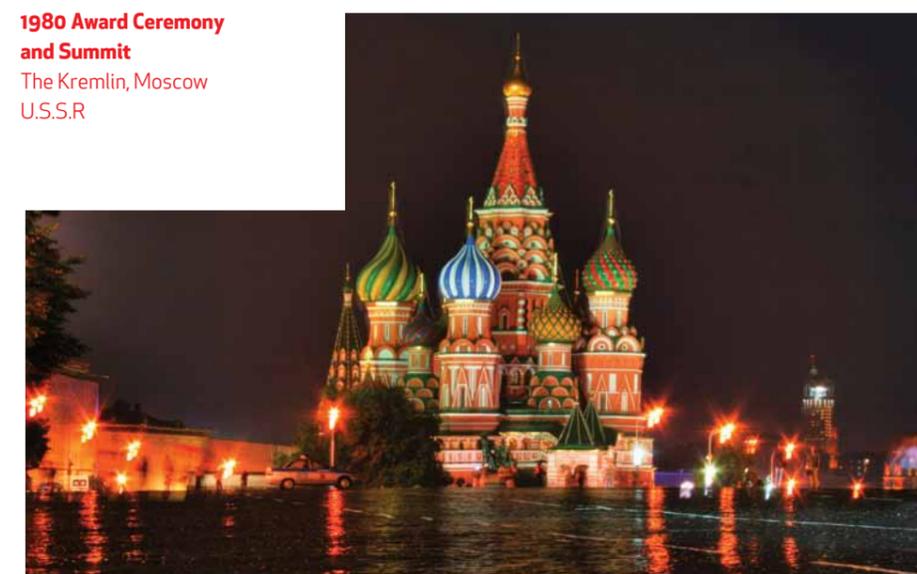


Our Award Ceremonies and Summits are held in the most prestigious and historic venues in the world, including the Quirinale Palace in Rome, the Kremlin in Moscow, the Presidential Palace in Bogotá and the Victoria & Albert Museum in London.



2006 Award Ceremony and Summit
Victoria and Albert Museum, London, UK

1980 Award Ceremony and Summit
The Kremlin, Moscow
U.S.S.R





Gold Mercury International Award Nomination and Selection Committee

A who's who of globalisation leaders in business, academia, government & civic society

The Gold Mercury International Advisory Board offers a long-term view and strategic direction on the broad range of issues of Gold Mercury and confers on matters of Gold Mercury activities and policy. The board also includes judges for the Nomination and Selection Committee of the Award.



Álvaro Uribe Vélez
Former President of the Republic of Colombia



Federico Mayor Zaragoza
Former Director-General UNESCO and President of Foundation for a Culture of Peace



Isabel Tocino
Former Spanish Minister of the Environment



Kerry Kennedy
Founder of the Robert F. Kennedy Center for Justice and Human Rights



Eduardo De Santis
Chairman of Gold Mercury International



R. Todd Ruppert
Former President Board Member T. Rowe Price



Dr William Haseltine PhD.
Founder of Human Genome Sciences



Nicolas De Santis
President & Secretary General of Gold Mercury International



Juan Miguel Villar Mir
Chairman and CEO of OHL



Sonia Nassery Cole
Founder of the Afghanistan World Foundation



Benita Ferrero-Waldner
Former EU Commissioner for Trade



Giovanni Bisignani
Former Director General and CEO of IATA



Enrique Barón Crespo
Former President of the European Parliament



Dr Robert Gallo
Scientist Discoverer of the HIV Virus as cause of AIDS



Miguel Herrero y Rodríguez de Miñón
One of the fathers of the Spanish Constitution



Dr Mohamed Sahbi Basly
Former Ambassador of Tunisia to China



Pedro Schwartz
Professor of Economics at CEU University



Antonio Capuano
Politician, Economist and Lawyer



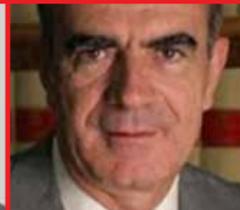
Francisco Luzón López
Former General Manager of Santander Bank



Dr Giovanni Scapagnini
Neuroscientist Professor at University of Molise



Peter Waine
Founding Director of Hanson Green



Bernardo M. Cremades
Former President of the Spanish Court of Arbitration



Carlos Rodríguez Braun
Professor of History of Economic Thought at Madrid Complutense University



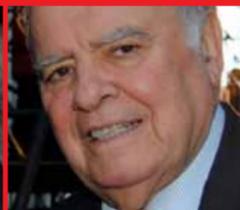
Enrique Ruíz García
Writer and Professor of Political & Social Sciences at UNAM, Mexico



Roza Otunbayeva
Former President of Kyrgyzstan



Aldo Olcese Santonja
Chairman of Fincorp Mediación



Enrique Iglesias García
Former President of the Inter-American Development Bank



Roger Zetter
Former Director of the Refugee Studies Centre at Oxford University



Juan Luis Cebrían
Chairman of PRISA



Rudy V. Araujo Medinaceli
Secretary General Association of Supervisors of Banks of the Americas



Alfonso Martínez de Irujo
Director of Executive Education at Instituto de Empresa Business School



Baroness Susan Greenfield
British Neuroscientist & Professor at Oxford University. Member of the House of Lords



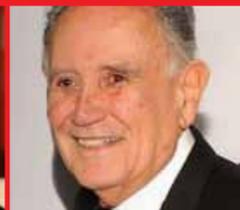
Mauricio Rodríguez Múnera
Former Colombian Ambassador to the United Kingdom



Jacinto García Palacios
Head of Political Affairs EADS



Noemí Sanín Posada
Former Colombian Minister for Foreign Affairs



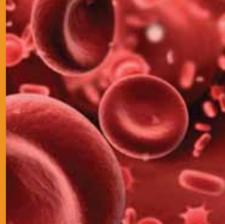
Joseph Zappala
Former US Ambassador to Spain



Gold Mercury Award Categories

Gold Mercury International has identified some of the most pressing global challenges and the potential responses that could help tackle them in each of the eight global Award categories. These categories serve as the Award criteria followed by the Award Nomination and Selection Committees.



AWARD CATEGORY	CRITERIA	EXAMPLES
GLOBAL PEACE & SECURITY		<p>Make a clear, demonstrable effort towards improving relations between people and towards decreasing the likelihood of armed conflict or violence, whilst improving long-term security.</p> <ul style="list-style-type: none"> + Efforts to achieve peaceful coexistence + Promoting international cooperation + Rehabilitation of failed/weak states + Guaranteeing security and rights of people
GLOBAL ECONOMIC & SOCIAL POLICY		<p>Develop or put into practice new business, economic or social theories or models that promote and foster global progress, stability and social well-being.</p> <ul style="list-style-type: none"> + Global corporate, economic and financial governance + Global population growth and migration + Advancing economic development and protecting trade amongst nations
GLOBAL RESOURCES		<p>Deliver new initiatives towards resource renewal, preservation and equal distribution, as well as efforts towards tackling such challenges as water contamination, resource depletion, deforestation and supply shortages.</p> <ul style="list-style-type: none"> + Addressing scarcity of natural energy resources & materials + Food & water security + Land & resource rights management
GLOBAL ENVIRONMENT		<p>Strongly support or uphold sustainable and environmentally friendly practices or find new ways of further protecting the environment and wildlife.</p> <ul style="list-style-type: none"> + Adapting to climate change + Waste management and process efficiencies + Prevention of loss of biodiversity + Environmental education + Prevention of environmental disasters/weather systems
INTERNATIONAL LAW & HUMANITARIAN AFFAIRS		<p>Significant contributions to advancing international frameworks for cooperation and diplomacy or to advancing the basic human rights and freedoms of people. Humanitarian & crisis work.</p> <ul style="list-style-type: none"> + New international treaties & frameworks + Making international law enforceable + Human rights advancement + Reducing poverty and malnutrition + Solutions to forced migration
GLOBAL CULTURE		<p>Show a true commitment to advancing society, education, cultural understanding and the honest, impartial and open communication of information to the public.</p> <ul style="list-style-type: none"> + Promoting universal education + Cultural solidarity, diversity & freedom + Ethics, philosophy and thought leadership + Preserving and promoting the world's cultural heritage
GLOBAL SCIENCE & TECHNOLOGY		<p>Make significant contributions to the advancement of science and technology in diverse areas and fields.</p> <ul style="list-style-type: none"> + Discoveries and inventions that transform and benefit societies + Creating sustainable infrastructure + Promoting scientific innovation and knowledge sharing + Improving scientific policy and governance
GLOBAL HEALTH		<p>Crucial advances or technological progress in one or more areas that have implications for people's health and well-being.</p> <ul style="list-style-type: none"> + Controlling the spread of disease and unhealthy lifestyles + Improving access to healthcare + Developing disease prevention mechanisms



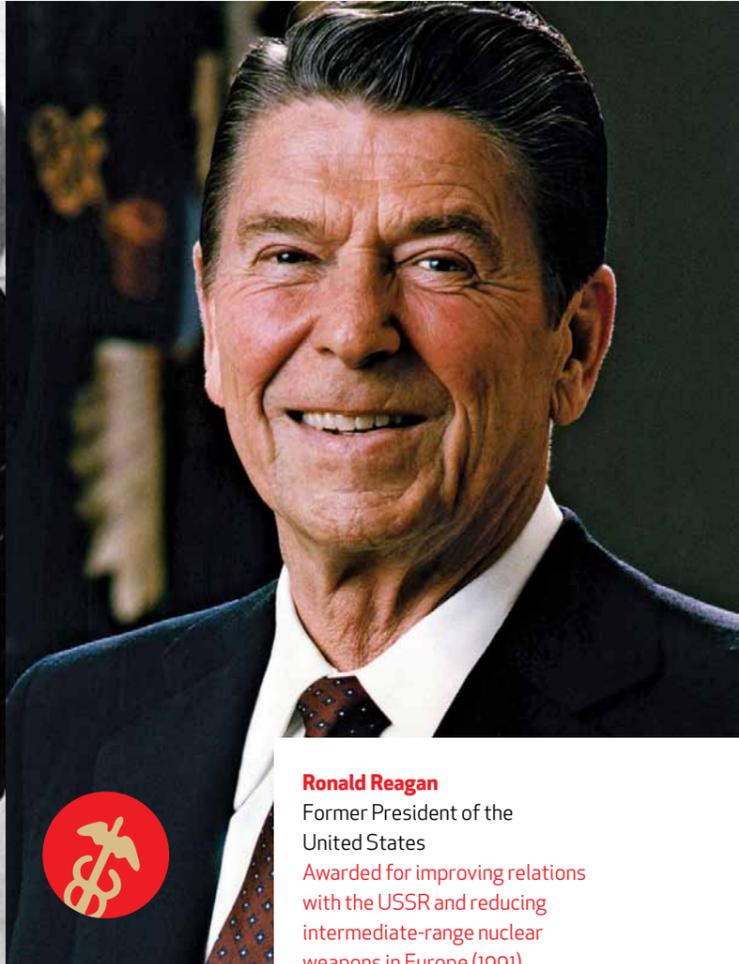
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Global Peace & Security Awards

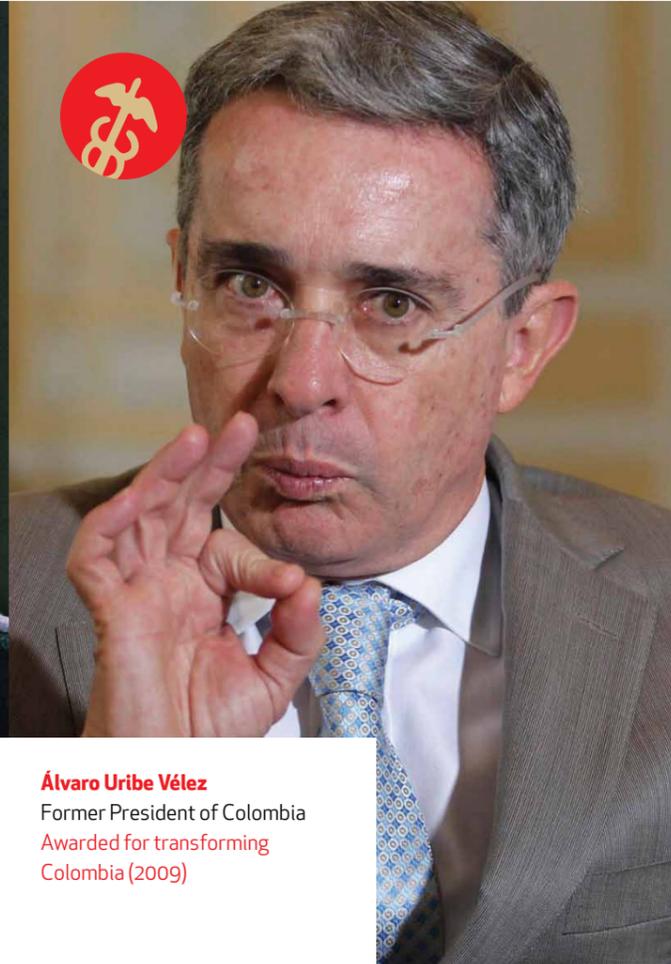
“I have no words to express my gratitude for this award...I share this award with the people of Colombia.”

Álvaro Uribe Vélez, Former President of Colombia

H.E. Mohamed Anwar El-Sadat
Former President of the Arab
Republic of Egypt
Awarded for Middle East Peace
Process (1979)



Ronald Reagan
Former President of the
United States
Awarded for improving relations
with the USSR and reducing
intermediate-range nuclear
weapons in Europe (1991)



Álvaro Uribe Vélez
Former President of Colombia
Awarded for transforming
Colombia (2009)



H.E. Ellen Johnson Sirleaf
President of Liberia and Nobel
Prize Winner
Awarded for efforts to achieve
stability in Liberia (2006)

“I was pleased that the International Board of Gold Mercury presented me with the Gold Mercury Award. This I consider recognition of Egypt’s role, Egypt’s position and Egypt’s pride.”

H.E Mohamed Anwar El-Sadat, Former President of Egypt

“I thank Gold Mercury for this award. We will continue to do what we believe is best to put our country on the right course. This award will be shared with the people of Liberia.”

H.E Ellen Johnson Sirleaf, President of Liberia

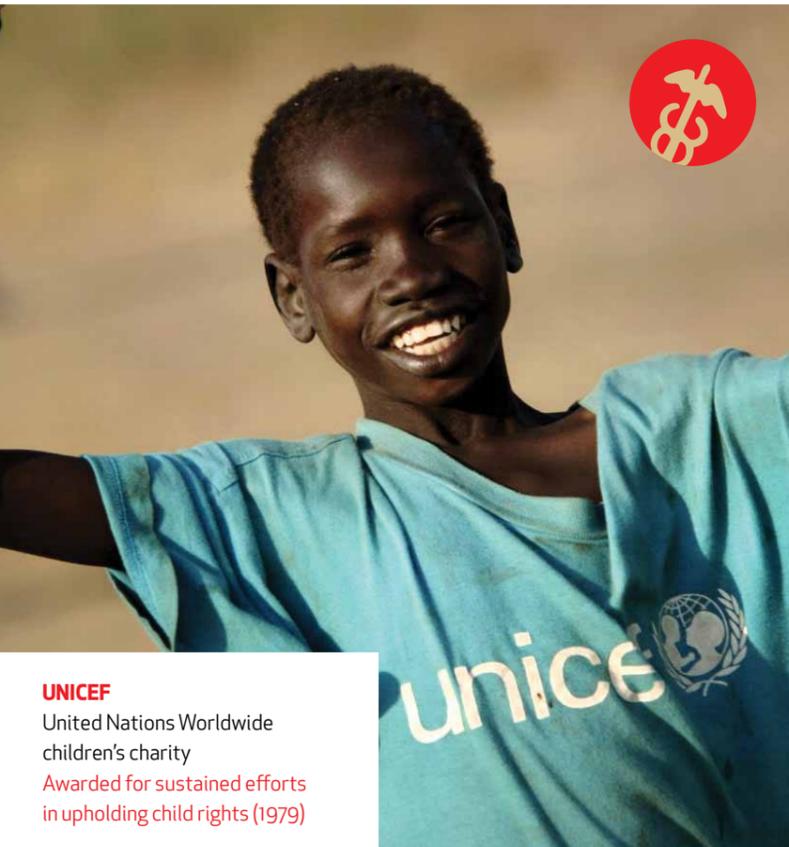


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International Law & Humanitarian Affairs Awards

“Kerry Kennedy is on a constant mission to advocate and defend freedom, human rights and a better society for future generations. Her work to fight for and educate us all on human rights is fundamental in the current unstable world that we live in.”

Nicolas De Santis, President & Secretary General of Gold Mercury International



UNICEF
United Nations Worldwide
children's charity
Awarded for sustained efforts
in upholding child rights (1979)



H.M. Queen Sofia
Queen of Spain
Awarded for her humanitarian
work (1984)

International Red Cross
International Humanitarian
Movement
Awarded for providing assistance
without discrimination (1979)



Kerry Kennedy
Founder of the Robert Kennedy
Centre for Human Rights
Awarded for commitment to
diverse human rights issues (2006)

UNICEF is the world's leading advocate for children and operates around the central notion that all children should have several basic rights. These include: a right to adequate nutrition, education, health, participation, protection and clean water.

Queen Sofia has worked to fight the issue of child slavery and prostitution, as well as to promote economic development in third world countries. Her work in highlighting these issues to the world and her commitment to combating them ensures her place as a great champion of human rights.

The International Red Cross is the world's largest humanitarian organisation and aims to provide assistance without discrimination. Their strategic aims include saving lives, protecting livelihoods, strengthening recovery from disasters, enabling healthy and safe living, promoting social inclusion and promoting a culture of non-violence.

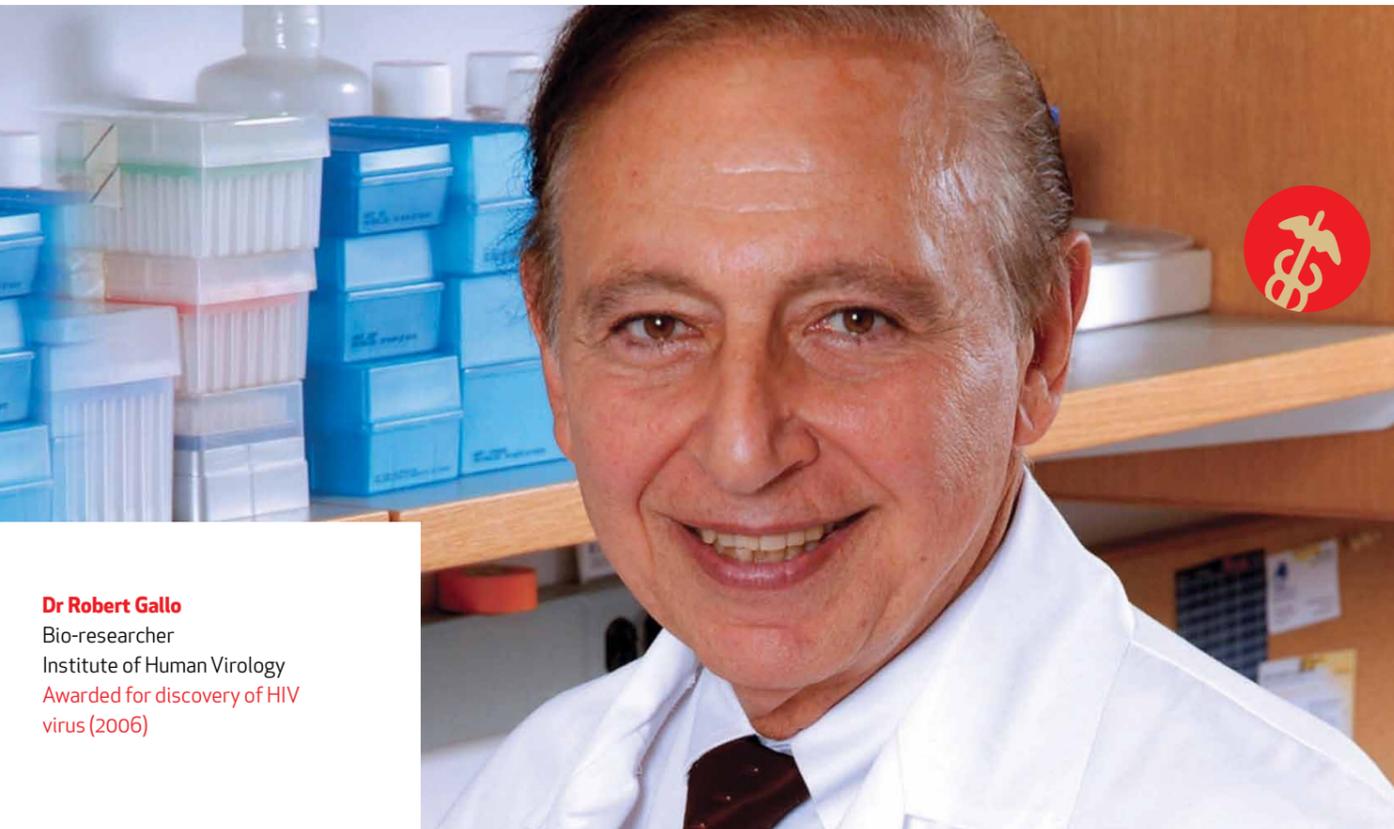


GOLD MERCURY
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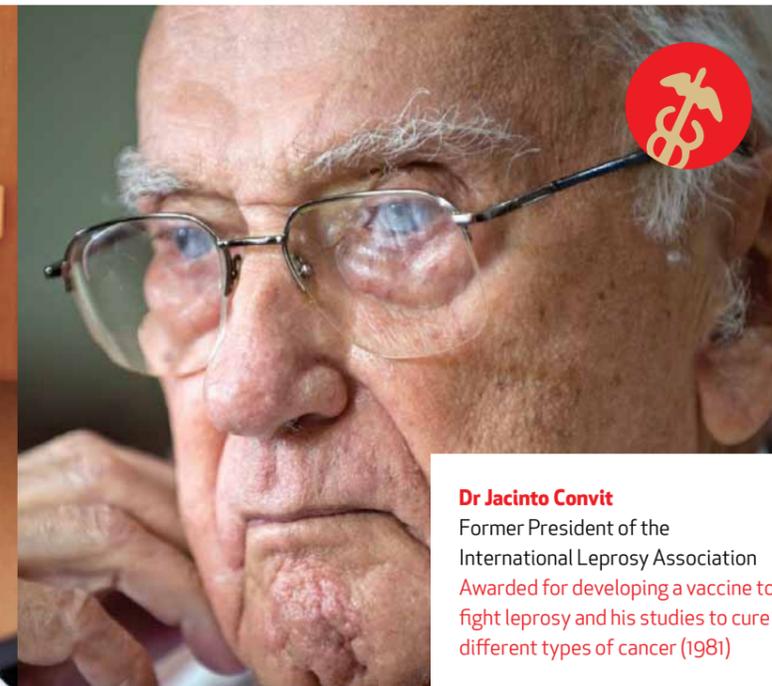
Global Health Awards

*“I thank **Gold Mercury International** for giving me this global recognition for my role in identifying HIV as the infectious agent responsible for AIDS. I will continue my work dedicated to finding answers to fight and defeat the most serious epidemic of our era.”*

Dr Robert Gallo



Dr Robert Gallo
Bio-researcher
Institute of Human Virology
Awarded for discovery of HIV
virus (2006)



Dr Jacinto Convit
Former President of the
International Leprosy Association
Awarded for developing a vaccine to
fight leprosy and his studies to cure
different types of cancer (1981)



**ALERT
(All Africa Leprosy Centre)**
Medical and Research Facility
for Leprosy
Awarded for their work to fight
leprosy in Africa (1982)

Dr Gallo has made numerous significant discoveries which have led to diagnostic and therapeutic advances in viral diseases. His research played a key role in identifying the cause of the AIDS virus, which has greatly assisted in advancing detection and treatment methods associated with HIV/AIDS. Dr Gallo also recently founded The Global Virus Network (GVN) which gathers reputed virologists from around the world to face the task of identifying, investigating and controlling viral diseases.

In 1946, **Dr Convit** worked with a team to diagnose 18,000 cases of leprosy across Venezuela. By 1949 his work had ensured the creation of between one and two sanitary dermatology service centres in every state. Dr Convit was successful in his attempts to help control the spread of leprosy through his discovery of the leprosy vaccine.

The **ALERT** Facility, situated in Addis Ababa, specialises in Hansen’s disease, also commonly known as leprosy. Their work focuses on the treatment and rehabilitation of patients as well as training programmes for medical professionals who treat leprosy around the world.





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Global Science & Technology Awards

Professor Thomas Risley

Odhiambo

Insect Expert and Environmental
Activist

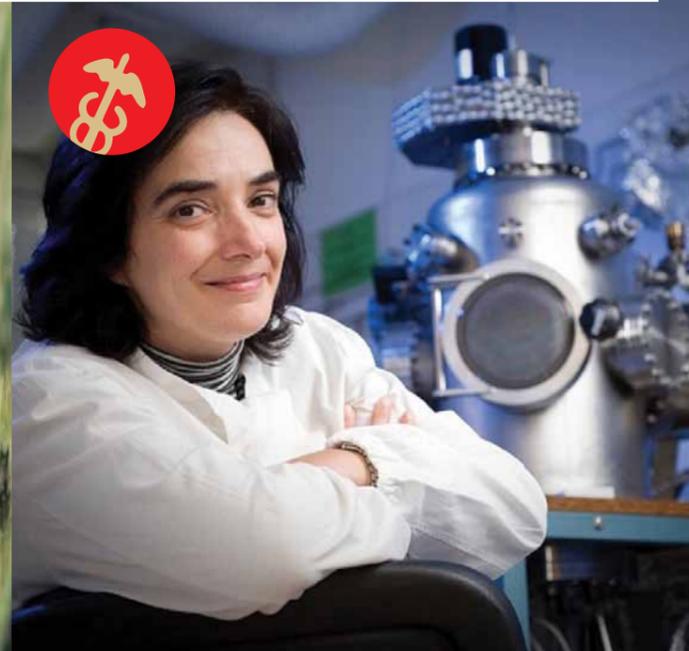
Awarded for creating new
methods of insect control in
agriculture (1982)



Elvira Fortunato

Portuguese Scientist and
Transistor Pioneer

Awarded for invention of the
electrochromic transistor (2011)



Professor Odhiambo inspired the younger generation of thinkers to venture into the fine arts of science. He followed his vision for agricultural development in Africa by leading the advancement in growing indigenous crops and disseminating methods of insect control.

Elvira Fortunato co-led the team that invented a transistor which has the ability to change the colour of any surface: the electrochromic transistor. The device changes the colour to reflect any solid surface where it is applied.

*“Since our earliest days, **Xerox** has been a values-driven company, founded on the belief that good corporate governance and citizenship are paramount for long-term success. The Gold Mercury Award is a tribute to generations of Xerox people who have built a culture of integrity, openness and inclusion.”*

Anne M. Mulcahy, CEO & Chairman of Xerox



Xerox Corporation

Technology and Services Enterprise
Awarded for Corporate Governance
and technological innovation (2006)



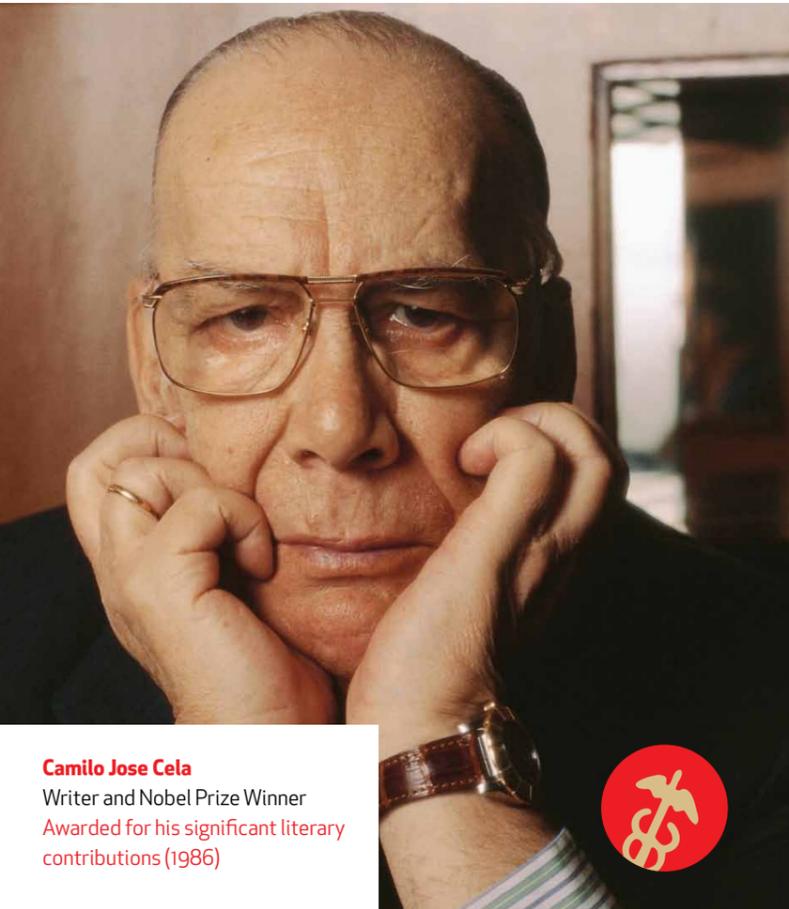
Xerox was recognised by Gold Mercury International for its standards and practices in its leadership structures, remuneration policies and shareholder rights and information. Furthermore, its Code of Ethical Conduct, transparency, reporting and control were commended. Xerox’s work in the promotion of diversity and equal opportunities are examples of outstanding Corporate Governance and responsibility of a company.



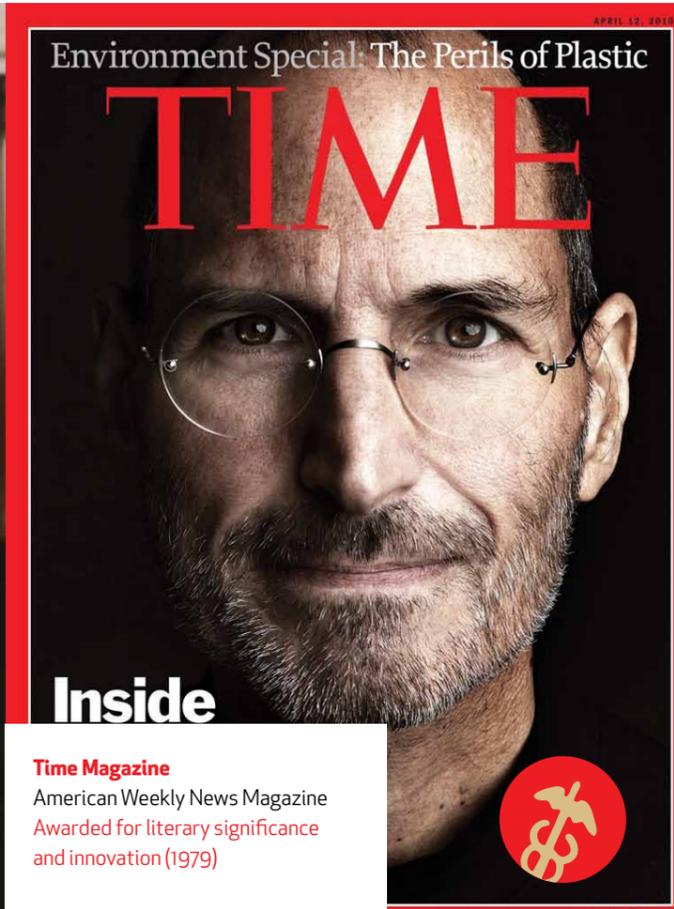
GOLD MERCURY
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Global Culture Awards

In 1991, *Paloma O'Shea* founded the Queen Sofía College of Music, which has grown to become one of the leading music schools in Spain. Her commitment to the promotion of arts and music in Spain and her initiatives to encourage musical talent have led to Ms O'Shea receiving numerous awards.



Camilo Jose Cela
Writer and Nobel Prize Winner
Awarded for his significant literary contributions (1986)



Time Magazine
American Weekly News Magazine
Awarded for literary significance and innovation (1979)



Der Spiegel
German News Magazine
Awarded for its long history of exposing political misconduct (1979)



Paloma O'Shea
Founder of the Reina Sofía Musical School and the Creator and President of the Albeniz Foundation
Awarded for dedication and commitment to the promotion of arts and music (1986)

Camilo Jose Cela, 1st Marquis of Iria Flavia, was awarded because of his extensive literary career, which encompassed many writing styles and achieved much critical acclaim. He has been honoured many times during his career.

Time Magazine is an American weekly news magazine which has become the world's largest circulated weekly news magazine, amassing a readership of 25 million people.

Der Spiegel has a long history of investigative journalism and exposing political misconduct. Demonstrating this was the famed Spiegel Scandal of 1962 in which the magazine published a report about the low state of readiness of German armed forces.



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Global Resources Awards

FAO is a specialised agency of the United Nations that is committed to achieving food security for the global population. Their mandate is to raise levels of nutrition, improve agricultural productivity, and better the lives of rural populations.

**The Consultative Group on
International Agricultural
Research of the World Bank
(CGIAR)**

A Global Agricultural Research
Partnership

Awarded for advancing
agricultural research & reducing
rural poverty (2006)



**Food and Agriculture
Organisation of the United
Nations (FAO)**
Global Food Security Agency
Awarded for contributing to global
food security (1977)



CGIAR is a global partnership of research centres.

Over the past 30 years CGIAR have achieved a great degree of success in reducing poverty and increasing food security in developing countries. With the work of CGIAR, food production has seen a measurable increase which has in turn improved the health and nutrition of millions of people. CGIAR's push to develop more environmentally friendly technologies has also protected between 230 million and 340 million hectares of land from cultivation, assisting in the conservation and the preservation of biodiversity worldwide.



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Global Environment Awards

Television Trust for the Environment has been able to foster understanding and communication of the environment. The commitment of TVE to working with international partners in order to raise global awareness and to stimulate informed debate on the environment has been invaluable.

Livia Tirone
Architect, Writer and Consultant
Awarded for efforts in sustainable
construction (2011)



IKEA Swedwood
World's Largest Single
Manufacturer of Wooden Furniture
Awarded for enforcing
sustainability and high
conservation values in the wood
industry (2011)



José Joaquín Cabrera Malo
Venezuelan Forestry and Agriculture Expert
Awarded for sustained commitment to
reforestation (1981)



**Television Trust for the
Environment (TVE)**
Non-Profit Broadcast Organisation
for Environmental Issues
Awarded for raising awareness of
sustainability issues (2006)



Livia Tirone is an architect, writer and consultant devoted to pioneering and mainstreaming sustainable construction and urban resilience. She is a consultant for national and international companies and institutions.

IKEA Swedwood manufacture 100 million furniture pieces every year. They do not use wood originating from national parks or reserves and do not accept wood from loggings that threaten high conservation values.

José Joaquín Cabrera Malo successfully created the largest man-made forest in the world: Uverito Forest (Venezuela). The forest triggered a difference in climate change, contributing to an increased incidence of tropical rain. It also led to an increased diversity of animal species that previously did not exist in the area.



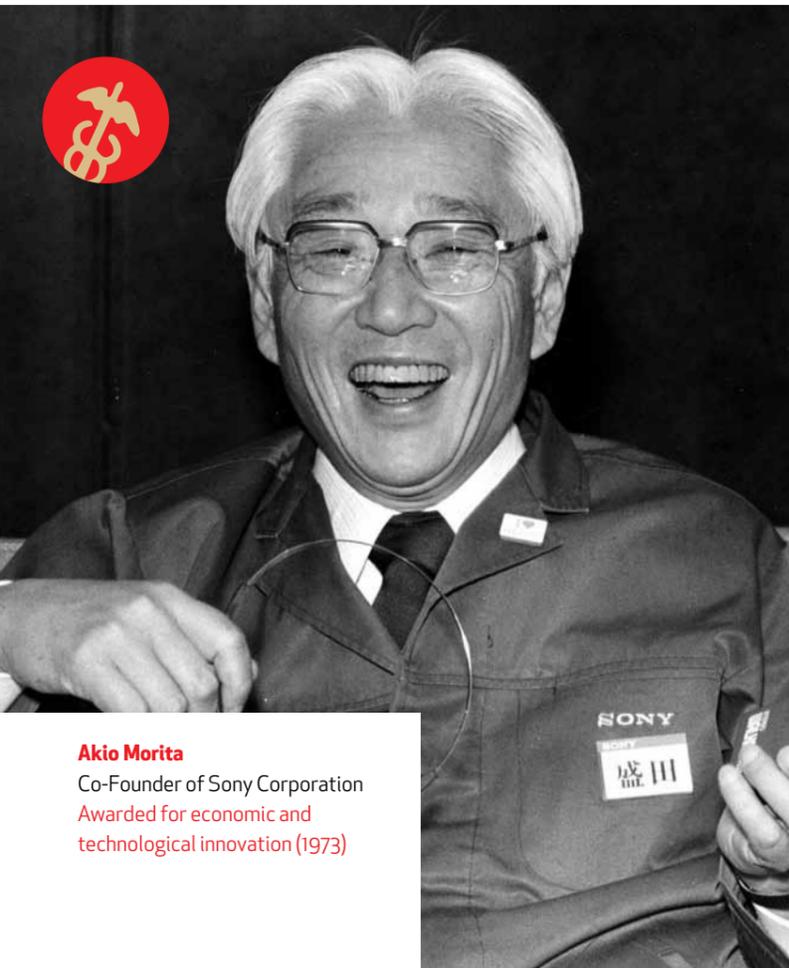


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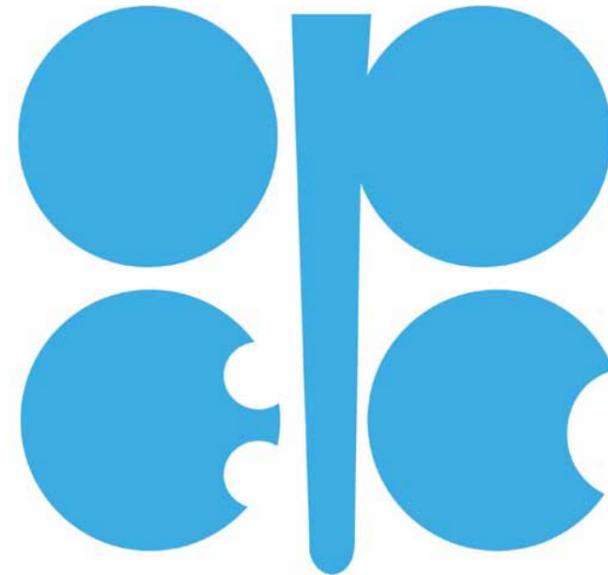
Global Economic & Social Policy Awards

*“Gold Mercury recognises **Mr de Soto and the ILD’s** pioneering influence in initiating changes in the structure of law that open systems of governance to everyone.”*

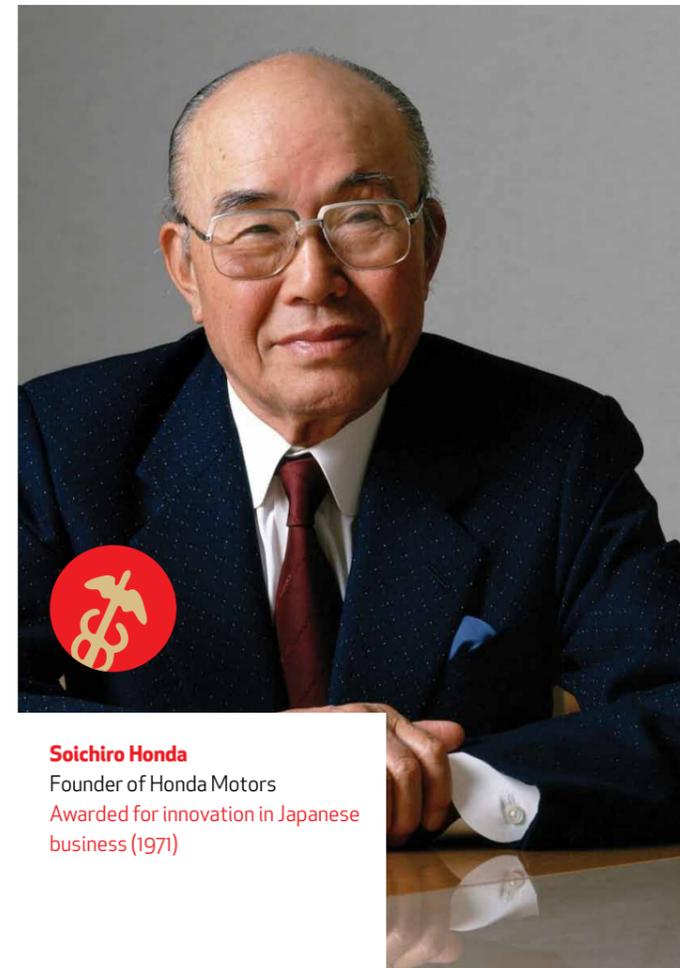
Nicolas De Santis, President & Secretary General of Gold Mercury International



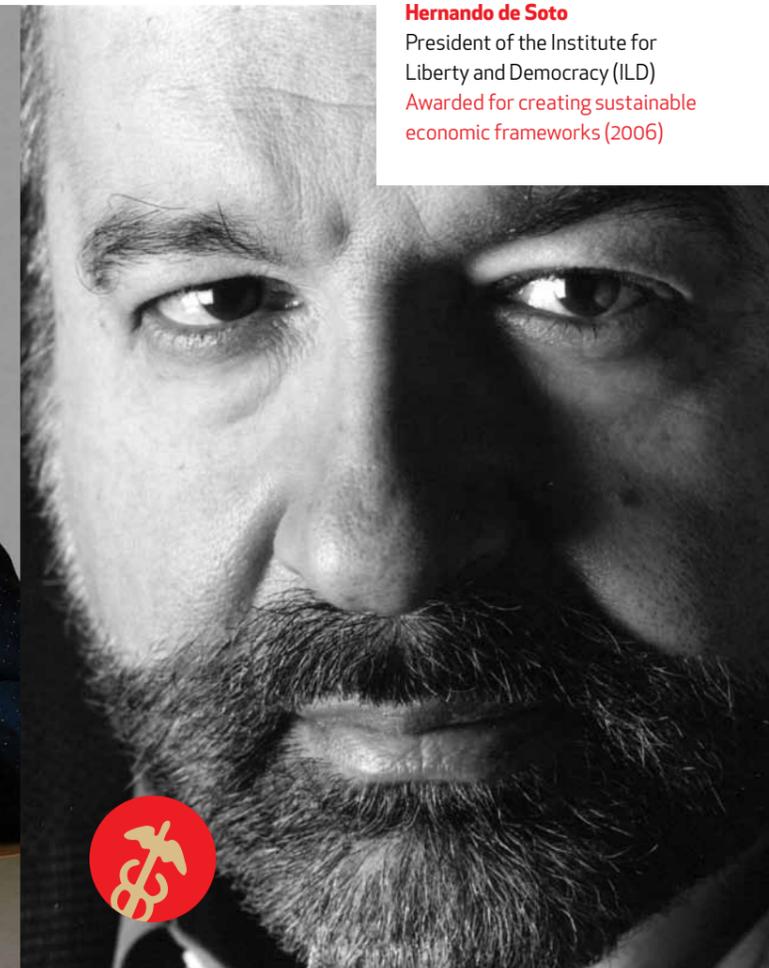
Akio Morita
Co-Founder of Sony Corporation
Awarded for economic and
technological innovation (1973)



**Organisation of Petroleum
Exporting Countries (OPEC)**
Intergovernmental Organisation to
Unify Petrol Prices
Awarded for ensuring fair oil prices
for producers and a regular and
efficient supply for consumer
nations (1979)



Soichiro Honda
Founder of Honda Motors
Awarded for innovation in Japanese
business (1971)



Hernando de Soto
President of the Institute for
Liberty and Democracy (ILD)
Awarded for creating sustainable
economic frameworks (2006)

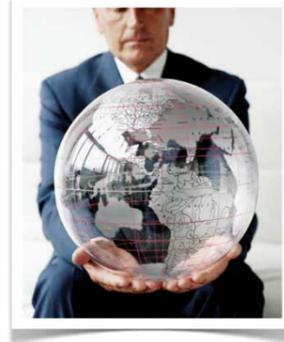
Akio Morita was a Japanese businessman who co-founded the Sony Corporation. From 1960 onward Sony expanded their company, opening up stores in the United States, and became the first Japanese company to be listed on the New York Stock Exchange.

Soichiro Honda was the founder of the Japanese manufacturer Honda. He was an innovator in Japanese business structure, and was admired for his operations by US business leaders.

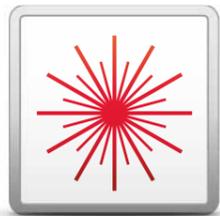


A Global Award with true purpose

The Gold Mercury Awards purpose has always been to promote visionary leadership, advance sustainable governance and foster peaceful relations and international cooperation. Not only do they recognise excellence and honour the remarkable individuals and organisations who have made significant contributions in finding solutions to the most pressing issues of our time, but their other purposes include:



Setting a governance standard of excellence in a field or issue



Identifying and promoting talent and innovation



Raising awareness on critical issues and global challenges



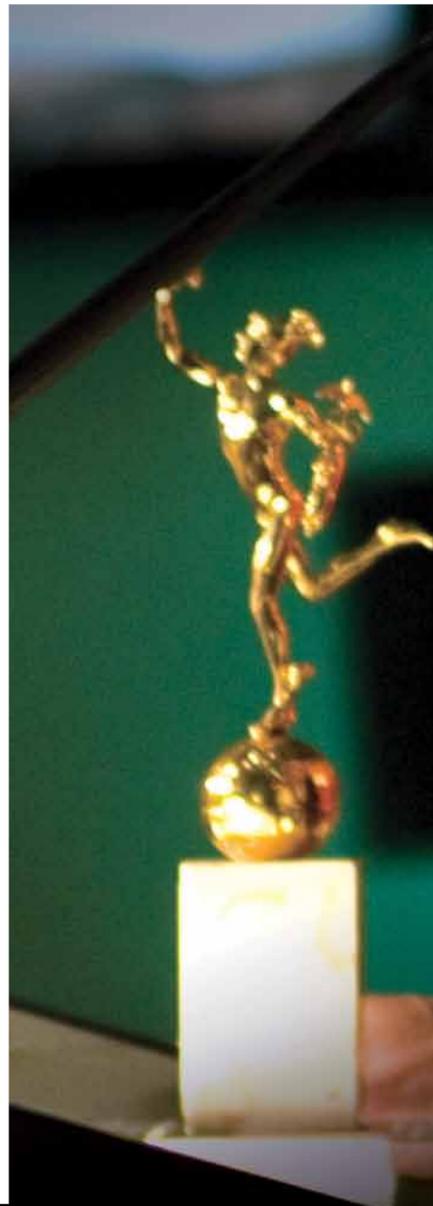
Influencing public perception and educating individuals



Mobilising and incentivising businesses and governments to address critical global issues



Focusing and strengthening a community on solving or advancing a specific challenge



“Over the years, the Gold Mercury Awards have been able to count humanity’s best and brightest amongst the ranks of its laureates. As we seek future solutions to global issues, our future Awards intend to remain true to this legacy.”



Eduardo De Santis,
Founder & Chairman of
Gold Mercury International



OUR PEACE & COOPERATION SEAL: THE HANDSHAKE

Since 1961, Gold Mercury's message of peace & cooperation through dialogue, foresight and economic trade has captured the attention of world leaders, corporations, the media and civil society. Our handshake symbolises the positive energy and power of two people who have agreed to cooperate and work together to achieve a common vision and goals.

Gold Mercury is an independent Corporate Vision strategy think tank and international non-governmental organisation based in London.

As pioneers in Global Governance and Visionary Leadership practices since 1961, Gold Mercury has been at the forefront of history in understanding the forces and effects of globalisation and promoting sustainable thinking, ethical governance, international cooperation and peace. Gold Mercury grants the prestigious Gold Mercury Awards for Visionary Leadership in strategic Global Governance areas.