

# Kingdom of Spain Entrepreneurial Career Award 2014

## Speech by Enrique de Sendagorta Aramburu

Your Majesty, your Excellencies and most Esteemed Authorities, Ladies and Gentlemen.

I would like to give a very warm thanks to his Majesty the King for the honor he grants us in presiding over this ceremony, and for presenting me with the first Kingdom of Spain Entrepreneurial Career Award. Many thanks to the creators, sponsors and organizers, the Entrepreneur Societies and the Economy Society, to their presidents Mónica de Oriol, José Maria Bergareche, and Antón Costas, as well as the independent panel of judges made up of Spain's highest authorities on cultural and scientific thought and action, and to their president Marcelino Oreja, whose emphatic introduction for me has been excessively generous. Thank you to all of my esteemed friends and fellow entrepreneurs for standing by His Majesty the King in the effort to lay out new paths and mobilize our society, which is so in need of initiatives, innovative work and tranquility.

Your Majesty, Ladies and Gentlemen, my life has been eventful and fortunate, and when I look back I am overcome with a thousand reasons to thank God. I have always had the support of my family, friends and colleagues, from whom I was able to learn to experience the greatness of service, loyalty, and joy.

The determining ideas in my entrepreneurial career are those that I very quickly gained through reflection and experience, and that over the years have been confirmed as necessary for the steering of companies that, rather than being circumstantial, are firm and steady in their vocational purpose. The first necessity is to add value and create wealth, and coupled with that, the need to improve and elevate people in the company and to contribute to the social good. The complementary outcome is to ensure the permanence of the company in the long term, that is, "build to last", and an obligatory condition for this is matching the intellect of the workforce to entrepreneurial action, in other words, knowledge. Humanism encompasses, binds and sustains the three objectives of service, which is the key concept. Of course, it undeniably protects creative activity, human dignity, and the will to nourish the sources of our assets, and not only material goods, but also ethical and aesthetic ideas that have their origins in free human behavior.

With regards to economy, all of us have the impression that we are starting not so much a new cycle, but rather a new era. This demands of us firstly that we maintain and exercise the strength of our assets, which must constantly emanate from our companies, and secondly that we foster the spirit of invention; that transforming and creative spirit so necessary in new times.

It is vital to ensure that everyone exercises their value and knowledge, with confidence and free of excessive self-interest, so as to open the channels of honor and care that are in all of us, being necessities of the human soul and a major motivating force. With people who serve under a united purpose, and with the flexibility that the satisfaction brought by being a fitting part of the outcome, we will have companies that are better than great, and proceeds that enable us to build a future for those that follow.

In a world that is certainly difficult, the effort will have to be very serious, disciplined and constant, but we will be able to surmount it thanks to the old and the new generations of leaders, executives and professionals that rise above mediocrity and want to embrace the profound joy of a life well spent in the inherent dual condition as both master and servant.

Such service has been given to Spain by Your Majesty throughout many long years. I know my business colleagues share my sentiments in expressing our gratitude not only for your service, but also for your leadership in commercial exports from our country, the successes of which we need to both continue and grow.

In the presence of your Majesty, I would like to emphasize our affection, goodwill, and firm resolve to work together with the Prince of Asturias for the benefit of Spain.

Many thanks once again for the great honor that your Majesty and all of you bestow upon me..