

## **Diamond firm named Best Family Business in Netherlands**

Amsterdam based Gasson Diamonds was given the prestigious award for the Best Family Business in the Netherlands by the Family Enterprise Foundation, in partnership with KPMG. Lead by the third generation of the founding family, Gassan is a recognized name in the business of diamond cutting and trading. The company also operates 14 multi-brand jewellery and watch stores. Benno Leeser, the CEO of Gassan Diamonds, who received the award, stressed on its significance and said, *"This award is very important for the firm and the staff across the whole company. It means a lot to us. Our business is built on three pillars: quality, service until the end and being a 100% family-owned company."*

Leeser said that he was proud of family businesses and their contribution to the Dutch economy. He observed that though 50% of the Netherlands' economy is driven by family businesses, which provide employment to 70% of their nation's workforce, they only get 10% of the attention. The jury was quite impressed by Gassan's ways of managing their business and remarked, *"There are four people from the fourth generation working in the company which is a sign of continuity in terms of succession within the family. The governance in the organization is professionally set up with an external Supervisory Board. The company is a pearl among Family Businesses."*

Source: The Moodie Report ([www.moodiereport.com](http://www.moodiereport.com)), January 17, 2013