



Member Interview



Name	Mag. Angela Pernsteiner
Nationality	Austrian
Hometown	Linz
Education	Business Administration & Neuroeconomics at University of Linz, St. Gallen, Harvard, Singapore, Zurich and Liechtenstein.
Employer	Managing Partner of: <ul style="list-style-type: none">• Dominator Yachts• Beyond Resilience
Achievements	<ul style="list-style-type: none">• Forbes 30 under 30• Rising Star Boat Builder Award
Contact	linkedin.com/in/angela-pernsteiner-27a78550 Tel. +43 1-22746-1020 E-Mail: ap@b-resilience.com

Q: *Our guest today is a real power woman. She is an Austrian based in Liechtenstein. She's also the latest, the newest member to the Austrian Business Council. She joined us in January 2021. Her name is Angela Pernsteiner. Angela, welcome to this interview.*

Angela: Thank you very much, good morning, from Vienna. I'm very proud to be the newest member of the Australian Business Council.

Q: *Angela, why don't you tell us something about yourself?*

Angela: So, I'm Austrian. I live in Vaduz the last 10 years, where I moved for my studies in St. Gallen after I completed my studies in Linz, I had also some academic stations and milestones in Singapore, Harvard University and at the University of Liechtenstein as well as Zurich. So around 10 years ago, I joined so many fields when my father bought the Italian company and we restructured it, and today we're combining the Italian tradition of craftsmanship and building yachts with the Austrian/German mentality of thoroughness and the quality control.

And we have launched three years ago a completely new series of yachts which basically evolved in our living room. Therefore, I have some experience in how it is to bring something from

scratch into prototyping phase into serial production, and then again, the feedback loop in improving the product itself.

Q: So, the year 2020, I guess, was quite difficult for the yacht industry, for the luxury business in general. But you didn't sit still, you thought we need to do something. We need to come up with something that fits the current environment which is needed in today's world. What did you do? What did you develop?

Angela: The construction industry as all the other industries were sleeping a little bit and the Boat Shows were cancelled. We have a strong biochemical background in our family businesses, which is still our main core business. And then I thought why I could not combine my luxury industry knowledge and the biochemical background. And so this is actually how "beyond resilience" evolved. Our first product was sanitizing hand cosmetics, nowadays we produce mist for hands or spray for hands which combines aromatherapy, cosmetical ingredients like pomegranate, aloe vera and avocado, and the active ingredient, plant-based ethanol that is sanitizing against bacteria and enveloped viruses.

Q: So, you showed me the product when you were in Dubai. Basically, it is a disinfectant combined with smoothing the hand, as you said, it's a cosmetic product, it's good for your hands, but at the same time it is a disinfectant.

Angela: Correct. But we do not consider it as a sanitizer. So, this is the official Beyond Resilience product. We need to shake it well because it doesn't contain any parabens or chemicals or sulfates. So, we're very proud of it. We consider it as a hand's cosmetics, as it really substitutes the hand cream due these cosmetical ingredients. Then we have eight different scents or flavors. So this one, for example, that you also liked best, is lemongrass and the lemongrass is pure essential oil. It is very well known to give you the health benefits of reducing migraine, reducing anxiety, stress. So, we work a lot with this philosophy of aromatherapy. And then the additional plus is that it sanitizes against viruses and bacteria. But this comes last. So, yeah, we don't consider it as sanitizer.

Q: So, you do not promote it as a sanitizer or disinfectant. But you're very well prepared to enter the market here. One of the flavors that you have is "Oud", which is very much a favorite flavor of the Middle East. And you also did get the halal certificate.

Angela: Very early on in the product development stage, before we even went to the markets in Europe, I said to the team and to our production that we need to be halal-certified. So, we were calling different parties in the world, different notified bodies. And the first answer we got is you cannot be halal certified because it contains 73% ethanol. And I was so sure that if ethanol is used as a medical product that it can be halal certified. So, we went further and further. We got a lot of "No's", and one of my mantras is that I cannot accept a "No" when I'm fundamentally convinced of something. So, I went to see this president of the Islamic society and I said to him, you should please show me where in the Koran it says that Ethanol being used as a medical product cannot be halal certified.

We had a very philosophical discussion and I think three hours about interpretation of religions and rules and standards, and after that conversation he said actually you're really right. I don't see any point, why our auditors in Dubai would not agree to that. He had some conversations with Dubai. And one week later, we had the auditors in the production. They certified everything. And I'm really proud of this result. Not only does it help now to move fast forward in the GCC countries, but also in Europe and in the US.

For non-Muslim consumers, halal certification means an absolute clean, transparent production process. Our suppliers are controlled, our raw materials are controlled, and it's even much more than a bio standard. So, it just gives the consumer - independent of religion - the transparency and the confirmation of a good product, the high quality.

Q: *What is your market entry strategy for "Beyond resilience"?*

Angela: In the Middle East, I have approached my contacts of my luxury network, which is mainly hospitality and hotels. And we're talking to very renowned groups at the moment. So, this is what we consider our B2B strategy, like Jumeirah Group, Mandarin Oriental Group and the likes, and then we have a B2C strategy where we are currently discussing with two or three main players of retail chains. And we are looking for somebody who can cover the retail or the consumer channels in more than only in UAE but in all GCC countries.

Q: *Angela the last question that I usually post to my interviewees is what are your expectations towards the Austrian Business Council? Is there anything that you can give to our members? Is there something that you would expect from our members?*

Angela: What I can give to you and your members is that we would be very happy to do some product sponsoring as it's a really nice giveaway. People talk about the product. We have done weddings here in Europe. We can customize the label. So, if any one of your members has a corporate event or even private event, I'm very happy to help out here. What do I expect, maybe only some nice coffee conversations about different challenges and struggles in doing business in the UAE. We had quite an interesting journey of setting up the company, which went really fast. But I understand also from my other business which levers and buttons you need to press and activate in order to move things faster.

Q: *Angela, thank you very much for this interview*

Angela: Thank you very much.