



## Press Release

### Renowned Brand Award Presented to Leica Majority Owner Dr Andreas Kaufmann

#### 2026 G·E·M Award for Strategic Brand Management and International Development of Leica Camera AG

**Wetzlar, 12 March 2026** – The German association for the study of branding (G·E·M) has honoured Leica majority owner Dr Andreas Kaufmann with the 2026 G·E·M Award. At a gala event in Darmstadt, the jury acknowledged Dr Kaufmann's outstanding brand management and his contribution to global development of the Leica brand.

The award was presented by Professor Achim Heine from Berlin University of the Arts, who emphasised that Kaufmann, through his vision and commitment, is responsible for Leica becoming one of the most popular and sought-after brands in Germany. Heine recounted how Kaufmann had acquired Leica around 20 years ago while the company was in a difficult financial situation and set it back on a course to growth through his long-term investments. Today, the brand represents precision, craftsmanship, timeless design and strong technological innovation, according to Heine. Kaufmann has also extended the Leica product range from cameras, lenses and sports optics to include high-quality smartphones, home cinema projectors, watches and spectacle lenses, Heine highlighted. Furthermore, Kaufmann has continuously expanded the global network of Leica Stores. Heine concluded by accentuating the entrepreneur's commitment to promoting the culture of photography worldwide through 30 galleries and the Leica Oskar Barnack Award.

Kaufmann accepted the award with the following words: "For more than a century, Leica has called Wetzlar, in Middle Hesse, home and has been engaging with a tightly knit international community from there. Our values and technological expertise are reflected in each of our products. In the name of Leica Camera AG and our approximately 2,300 employees worldwide, I would like to thank the G·E·M wholeheartedly for this award."

With the G·E·M Award, the association for the study of branding honours figures who sustainably shape a brand. The G·E·M Award has been presented annually since 2011 and is not open for applications. Nominations, justified by a reasoning, are made to the association and subsequently assessed.



## **About Leica Camera**

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

The Leica brand stands for excellence in quality, German craftsmanship and industrial design, combined with innovative technologies. An integral aspect of the brand culture is the promotion of the culture of photography, with around 30 Leica Galleries worldwide, the Leica Akademie and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

### **Please find further information at:**

Leica Camera AG

Global Corporate Communications

E-Mail: [press@leica-camera.com](mailto:press@leica-camera.com)

Internet: [www.leica-camera.com](http://www.leica-camera.com)