

**One of the World's Most Powerful Businesswomen Indra Nooyi was Guest of Honor at the Forum
Discussing the Position of Women in the Business World
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PepsiCo Turkey and Kagider hosted the forum "Leading from the Front - Women's Empowerment for Sustainability"

PepsiCo Turkey, for which gender equality is a fundamental part of its corporate culture, and KAGİDER, the Women Entrepreneurs Association of Turkey, organized the forum "Leading from the Front - Women's Empowerment for Sustainability" featuring PepsiCo CEO Indra Nooyi along with leading representatives of business, academia, the media, and the arts.

Named fourth most powerful woman in the world by Forbes magazine, Indra Nooyi, global CEO of PepsiCo, spoke at the forum "Leading from the Front - Women's Empowerment for Sustainability" held in Istanbul. She was accompanied by the President of the Women Entrepreneurs Association of Turkey Dr. Gülden Türkten, Dean of the Sabancı University School of Management Prof. Nakiye Boyacıgiller, President of the Asia-Pacific Region at PepsiCo Ümran Beba, President of the West Europe Region at PepsiCo Debra Crew, PepsiCo Turkey Snacks General Manager Ece Aksel, Member of Parliament Şafak Pavay, Eczacıbaşı Holding CEO Bülent Eczacıbaşı, Hürriyet Gazetecilik CEO Vuslat Doğan Sabancı, and artist Serra Yılmaz.

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Prof. Nakiye Boyacıgiller and PepsiCo CEO Indra Nooyi conversation with the theme "What is the role of women leaders in the empowerment of women in the workplace, and what is Indra Nooyi's leadership approach?"

Indra Nooyi started her address with the sentence, "At PepsiCo, we believe that doing what's right for business should be good for the world", and then added: "One of the key components to this is our commitment to creating a safe, supporting workplace for our associates and supply chain partners. So, we are trying to create a workforce that is multicultural, multigenerational and has strong female leadership. Women in leadership makes good business sense. Results of the surveys show that companies having more women in their boards and as leaders achieve superior performance both in financial terms and in other aspects. The fact that our workforce bears differences and is inclusive also contributes to our better understanding our consumers worldwide and satisfying their needs.

"Leading from the Front - Women's Empowerment for Sustainability" forum conducted at Four Seasons Bosphorus was followed by more than 200 guests which included leading women representatives from Turkish business, health, arts and media.

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