

Signing Ceremony for Benefactor Memorandum of Understanding
between PepsiCo and Arab International Women's Forum

Speech by

Mr Saad Abdul Latif
President PepsiCo AMEA

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I would like to begin today with a warm welcome to Her Excellency, Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade **and** a founding member of the Board of Trustees of the Arab International Women's Forum; to Mrs. Haifa Fahoum Al Kaylani, the distinguished founder and chairman of the Arab International Women's Forum; and to all the colleagues and friends that have joined us here today to witness this important milestone in PepsiCo and AIWF's long-standing relationship.

The Dubai office where we are gathered serves as the Headquarters for PepsiCo Asia, Middle East and Africa, one of four Sectors that report directly to our CEO and Chairman Indra Nooyi. Our territory encompasses 72% of the world's population, and is the source of enormous growth for our company. And as we grow, so grows our commitment to 'Performance with Purpose' – PepsiCo's pledge to achieve financial success while leaving a positive imprint on society.

PepsiCo employs close to 200,000 people selling products in 200 countries, many of whom are personally involved with the company's socially responsible initiatives, including a number in the Arab world. Among PepsiCo's projects in the region are programs that focus on

education, eradication of poverty, cross cultural exchanges for local youth, health and wellness and the environment. And in regards to our employees, who we consider our most important resource, we place a priority on diversity and inclusion and on developing our female talent to their full potential.

Which brings me to our purpose here today ... We are here to mark the beginning of a new era of partnership between PepsiCo and the AIWF, to advance a cause that I personally care about deeply, and that PepsiCo as an organization considers a high priority ... and that is the empowerment of women in the workplace and in public life.

As a global multinational with a base in the UAE, it is important to note the growing role that women are playing in government here, owing to the President's own vision for bringing women into public life. And in this regard there is no better example than our honored guest Sheikha Lubna, who Haifa and I are both proud to call our friend.

It is meaningful that Sheikha Lubna has taken time out of her very busy schedule to be with us today, but the truth is that we wouldn't be here without her. Back in 2002, she introduced Haifa and me at a World Economic Forum event, and shortly after that meeting, PepsiCo joined AIWF as a partner committed to advancing the role of professional women in the Arab world.

We have considered ourselves a key ally ever since then, participating as a sponsor of AIWF's annual meetings and other conferences and as an active member of the AIWF's Global Partners working group.

And today, PepsiCo is pleased to **strengthen** our alignment with the Arab International Women's Forum, highlighting our staunch commitment to Arab women and to developing their immense potential. It is through our partnerships with organizations such as the AIWF that we are able to give back to the communities in which we operate, which is central to our mission of achieving business success while leaving a positive imprint on society - what we call Performance with Purpose.

While stereotypes of women still exist in many business circles throughout the Arab world and beyond, we wholeheartedly support the significant steps that AIWF is taking towards breaking these down. Through this exclusive level of partnership, we hope to help AIWF build the power of professional women in the Arab world.

PepsiCo has a reputation globally for recognizing and developing talented female professionals, starting with our CEO and Chairman Indra Nooyi. I'm proud to say that we are no different in this region, and I am pleased to have with us today, several executives from our Dubai Headquarters, including:

- Carol Surface, our Chief Personnel Officer for Asia, Middle East and Africa
- Kelly Tullier, our General Counsel for Asia, Middle East and Africa
- Rania Rizk, our Chief Legal Counsel for the Middle East/Africa region

- Ege Karapinar [EGGAY KRAPINAR], our HR Director for PepsiCo AMEA Headquarters
- And there are many more female professionals, including Arabs (such as our office manager Maha Kassim), who work tirelessly to further PepsiCo's business and community agenda.

And rest assured Haifa that we will all be working to make the most of this partnership, for PepsiCo, for AIWF, and most importantly for millions of women in business and public life throughout the Arab countries.

This Memorandum of Understanding that we are signing today includes a number of ideas we have been discussing as part of this new Benefactor status, and there are many details that will be announced as our partnership progresses, but I will just highlight a couple of opportunities. For one thing, we are working on the development of a special PepsiCo-sponsored award recognizing professional women who are making extraordinary differences in the lives of those in their communities. Another opportunity is for PepsiCo to host an interactive forum on AIWF's website that would serve as a professional development information center for women in the Arab world.

A lot more will be revealed in the near future but for now I am happy to celebrate this very important milestone in the history of our organizations.