

<http://performancenotes.pepsicoblogs.com/2013/12/pepsico-supports-women's-conference-in-myanmar-unlocking-the-doors-for-future-success/>



This week I shall be participating in a forum in Myanmar, sponsored by the [Women's Forum for the Economy and Society](#), which will explore ways to empower the country's women and girls, and address its challenges such as health care, education and the environment.

The conference, the first of its kind in Myanmar, includes Myanmar women from government, politics, business, culture and civil society. It has also attracted participants from more than 80 countries, including a delegation from PepsiCo, which is sponsoring the conference as part of our efforts to help empower women and girls around the world.

Being the residing general manager in Myanmar, my family and I have taken a quick liking to the Myanmar culture of hospitality, patience and utter respect for all individuals. We have been thoroughly impressed by the eagerness of the youth to learn and adapt with the ways of emerging globalization in their country. As I walk and drive around Myanmar and get an opportunity to meet the locals, I get more and more impressed by the growing stature and the influence of women in Myanmar society.

I have tremendous respect for the women of Myanmar. These women are intelligent, work hard, make significant contributions to their family's economy, and have a positive outlook and a strong desire to embrace new ways of progressing. Comprising more than half the population of Myanmar, a strong influx of women in mainstream business can further strengthen the workforce and significantly improve the nation's output and productivity. The way I see it, the women of Myanmar are and will be instrumental in unlocking the doors to a successful future for this country.

### **PepsiCo in Myanmar**

PepsiCo re-entered the Myanmar market in 2012 as part of its strategy for investing in high-growth developing and emerging markets. In 2012, developing and emerging markets accounted for 35 percent of PepsiCo's net revenue.

PepsiCo has already introduced its iconic global beverage brands in Myanmar and is helping fulfill the aspirations of the people. Through partnerships with distributors in Myanmar, PepsiCo has introduced soft drinks and energy drinks, including Pepsi, Mirinda, 7UP, 7UP Revive and Sting. Plans are underway to further develop our beverage presence in Myanmar, expand our portfolio in Myanmar, and provide more choice and better value to consumers. PepsiCo is the supplier to several key food chains, such as Marrybrown, Lotteria and CP Chicken, which have food service agreements with our partners. We are also one of the key suppliers of beverages to Myanmar-based airlines for both domestic and international flights.

With these opportunities for growth also comes an opportunity to support the people and communities of Myanmar. PepsiCo is exploring ways to include local farmers in our agricultural supply chain, and provide them with training and technology to help increase their yields and improve their living standards. This year, for the first

time, potatoes grown in Myanmar were successfully transported to Thailand where they were cleaned and processed into Lay's potato chips.

Most importantly, we want to be a major contributor to helping the youth of Myanmar be "ready to get ready" for the future. Earlier this year, PepsiCo partnered with the [United Nations Educational, Scientific and Cultural Organization](#) (UNESCO) to establish a vocational training center to help young graduates succeed in an evolving economy and to help them bring positive change to society.

New space for the vocation center has been allocated. We have made good progress thanks to the support the Myanmar Ministry of Education and the UNESCO team. We have international specialists in Myanmar who have experience setting up of such institutions and we expect the groundbreaking for the new facility to soon take place.

As I get ready to participate in the Myanmar women's forum, I am optimistic and excited about the future of the country, and its ability to grow and prosper. At times, when I fast forward my thoughts to the future, I can see the exuberant youth of this enterprising country, especially women, adapting and coping successfully to the evolution of changes. And through PepsiCo-sponsored programs, we can "[perform with purpose](#)" and deliver great performance while partnering with the people of Myanmar to do doing the right things for them and their Myanmar.

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