

## SURVEY

# THE SECTORS BEING FOLLOWED BY POWERFUL WOMEN

Outside the fields in which they are active, “The 30 Most Powerful Businesswomen” in the business community mostly follow sectors related to new technologies. Artificial intelligence, data analytics, blockchain and digitalization rank first and are followed by start-ups, social entrepreneurship and fintechs. As they prepare their groups for the future, the issues on which “The 30 Most Powerful Businesswomen” are focused are headed by people, technology, productivity and profitability.

#### “I AM FOCUSED ON FINTECHS”

Serra Akçaoğlu is Citi Turkey Country Head. In addition to her responsibilities as a result of the 18 months she has spent in this post, she has the new responsibility of overseeing the 60 countries in which Citi provides corporate banking services but does not have a physical branch. Akçaoğlu says that she is preparing the company for the future by focusing on entrepreneurship inside the company and cooperation with fintechs. She discussed the non-banking sectors and the future strategies on which she is focused as follows: “The business we are in means that we closely follow all sectors. But what I follow most are, of course, developments in technology. Because technology that will affect all sectors is advancing rapidly. The rapid change in technology also has a profound impact on the financial sector. It enables fintech companies in particular to reach customers quicker and more easily and enables these companies, which offer provide user friendly products and services, to multiply rapidly and quickly take a share of the financial sector. I am focused on responding to this rapid change,

cooperating with the fintech companies and understanding their methodologies and on entrepreneurship within the company that will facilitate change in the bank’s internal culture.”

#### “MY PRIORITY IS RENEWABLE ENERGY”

Begümhan Doğan Faralyalı, board chair of Doğan Holding, which increased its revenue by 35 per cent in 2017, says that, as she prepares the company for the future, the most important issue on which she is focused is consolidating holding’s existing businesses. Faralyalı notes that they are planning on limiting the sectors in which they are active to three or five and that she closely follows start-ups. She explains the new business areas and issues on which she is focused as follows:

“This year we shall evaluate sectoral and project opportunities that will create synergy within the context of the transformation project. We are targeting new and additional investments of TL 500 million. We are continuing work to ensure that the Holding has long-term sustainable growth, a competitive advantage

and above average returns and are prioritizing restructuring, companies which have low profits or are unproductive, including withdrawing from them. We are planning to restrict our main fields of activity to 3-5 sectors and make investments in areas which are profitable and productive and which create value. Apart from our existing businesses, I follow renewable energy investments particularly closely. My goals include focusing on renewable resources, securing increases in revenue and profits, increasing our revenue from foreign markets, and keeping sectors such as commerce and logistics on my radar."

#### "I FOLLOW THREE SECTORS CLOSELY"

Yaşar Holding, whose main business branches are foodstuffs, soft drinks and paint, closed last year with turnover of TL 5.2 billion. Yaşar Holding Vice Chair Feyhan Yaşar says that their target is to secure sustainable growth through consumer-focused products and that, outside their existing fields of business, the sectors which she follows closely and on which she is focused are as follows: "The majority of our investments are in our main business areas. In the last five years we have invested a total of TL 885 million in production and the market. This year we are aiming to complete our investment in a new warehouse and logistics centre in Esenyurt in Istanbul and the new animal feed factor we are building in Turgutlu in Manisa. We are continuing with our cheese investment in Abu Dhabi, which is our first foodstuffs production investment abroad. We are targeting growth of 20 per cent in our domestic production and sales this year. Apart from the sectors in which we are already active, the sectors that I follow most closely, even if we are not thinking of making an investment there, are energy, logistics, and real estate projects.

I believe that Industry 4.0 will provide major benefits by shifting the quality of human resources from the simplest jobs to more skilled work. I believe that we must train people and use them in more skilled jobs. This is how we must ensure productivity and competitiveness."

#### "I AM TARGETING START-UPS"

Inci Holding, which is one of the leading battery and wheel rim producers in Turkey, and last year had turnover of TL 2.2 billion, recently entered the renewable energy market in partnership with Zhangzhou Huawei Power Supply Tech of China. İnci Holding Board Chair Neşe Gök says that, with their third battery plant, they will be the second largest battery producer in Europe. She

#### TURKEY'S 30 MOST POWERFUL WOMEN

Name	Company/Group
1 GÜLER SABANCI	Sabancı Holding
2 SUZAN SABANCI DİNÇER	Akbank
3 SEMAHAT ARSEL	Koç Holding
4 HANZADE DOĞAN BOYNER	Doğan Online
5 ÜMİT BOYNER	Boyner Grup
6 Y. BEGÜMHAN DOĞAN FARALYALI	Doğan Holding
7 CAROLINE N. KOÇ	Koç Holding
8 ZEYNEP BODUR OKYAY	Kale Grubu
9 EMİNE KAMIŞLI	Esas Holding
10 NURTEN ÖZTÜRK	Opet
11 DEMET SABANCI ÇETİNOĞAN	Demsa Group-MediaSa
12 FEYHAN YAŞAR	Yaşar Holding
13 EBRU ÖZDEMİR	Limak Yatırım
14 İPEK İLİCAK KAYAALP	Rönesans Holding
15 PINAR ABAY	ING Bank
16 GÜLDEN YILMAZ	Koton Mağazacılık
17 SERRA AKÇAOĞLU	Citi Türkiye
18 İPEK KIRAÇ	Koç Holding
19 CANAN M. ÖZSOY	General Electric Türkiye
20 AYLİN SOMERSAN COQUI	Allianz Türkiye
21 ALİZE DİNÇKÖK EYÜBOĞLU	Akkök Holding
22 LEYLA ALATON	Alarko Holding
23 GÖZDE AKPINAR	Betek Grubu
24 MELTEM DEMİRÖREN OKTAY	Demirören Holding
25 NEŞE GÖK	İnci Holding
26 ARZU ASLAN KESİMER	Tat Gıda
27 EBRU DORMAN	MV Holding
28 ESİN GÜRALLAR ARGAT	Gürallar Grubu
29 AHU BÜYÜKKUŞOĞLU SERTER	Fark Holding
30 HÜLYA GEDİK	Gedik Holding

adds that she follows new business areas related to technology that are not unrelated to the sectors in which they are active, particularly automotives, and she continues as follows: "We are closely following the technologies and global trends of the leaders and the main players in all of the sectors in which we are active. I closely follow the technological trends in sectors which are related to our own, the subsectors that are newly emerging in parallel to these trends and the enterprises that are established in these sectors. I think that the major players in the business community of the future will emerge from the enterprises that are being newly established today. For this reason, I continually have the new start-ups that are close to our sector on my radar. As I prepare our group for the future, I mostly give importance to business development activities. In addition, in line with our strategy of becoming a global company, I am targeting investments in foreign markets and sectors with the ability to grow." 