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S U S T A I N A B I L I T Y



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BANGLADESH.....	TK1,500
CHINA.....	RMB100
HONG KONG.....	HK\$100
INDIA.....	INR200
UAE.....	AED50
JAPAN.....	¥1,600
KOREA.....	WON14,000
MALAYSIA.....	RM60

NEPAL.....	NR1,400
NEW ZEALAND.....	NZ\$30
PHILIPPINES.....	PESOS70
SINGAPORE.....	S\$20
SRI LANKA.....	RS3,100
TAIWAN.....	NT\$350
THAILAND.....	BAHT400
VIETNAM.....	VND2,60,000
CANADA.....	CAD20

USA.....	US\$20
KUWAIT.....	KWD10
OMAN.....	OMR10
QATAR.....	QAR50
SOUTH AFRICA.....	ZAR200
BAHRAIN.....	BHD10
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letter from *the editor*

HARMONISING PROGRESS AND PRESERVATION

In 2024, we stand on the threshold of an extraordinary era in human history, brimming with promise and potential. It's a time marked by unparalleled innovation and progress across diverse fields, from the dynamic realms of business and commerce to the cutting-edge frontiers of science and technology, reshaping our collective narrative in profound ways.

Commerce serves as a unifying force in our interconnected world. It fuels economic prosperity, ignites innovation, fosters collaboration across borders, and opens doors to new opportunities. Within the pages of AsiaOne International, we celebrate the tenacity and vision of entrepreneurial leaders who inspire us on the path to greatness.

Our Person of the Year section spotlights leaders whose bold initiatives have reshaped industries globally. Women Achievers of the World section highlights female leaders driving progress in diverse fields. In the Most Influential Young Leaders of the World section, we showcase rising stars shaping the future. The World's Greatest Brands section pays homage to iconic companies setting the standard for excellence. Together, they exemplify commerce's power to transform lives and drive progress.

As we embark on this journey of progress, we are also reminded of our shared responsibility to safeguard our planet. With a significant portion of the global population poised to make pivotal decisions this year, we hold the power to shape the course of humanity and the environment. Sustainability in business is no longer a mere gesture but a vital cornerstone for our survival. True progress requires a steadfast commitment to preserving the delicate balance of our ecosystem, ensuring a brighter future for generations to come. As we ponder our path in this modern era, let's ask: will our future blend progress with preservation, or lead to our downfall? The responsibility is ours to unite planetary well-being with human advancement.



SHIVANI RAWAT
ASSISTANT
EDITOR

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CONTENTS

MAY/JUNE 2024

WORLD NEWS ROUNDUP

- 10** Beyond Survival: How Embracing Sustainability Paves the Way for Human Flourishing
- 12** Middle East on the Edge: Navigating Complexities Amidst Turmoil
- 14** Climate Change in 2024: Where Do We Stand?
- 16** Shaping the Future: Nearly Half of Global Population Poised to Have 2024 Elections



20

WORLD'S GREATEST TRAVEL DESTINATIONS

- 20** Brazil: A Kaleidoscope of Nature, Culture, and Adventure
- 24** United Kingdom: The Land of Historical, Cultural and Culinary Richness

38

PERSON OF THE YEAR

- 30** H.E. Dr. Sultan bin Ahmed Al Jaber
- 32** Tim Cook
- 34** Bernard Arnault
- 36** Elon Musk
- 38** Satya Nadella

40

WOMEN ACHIEVERS OF THE WORLD 2024

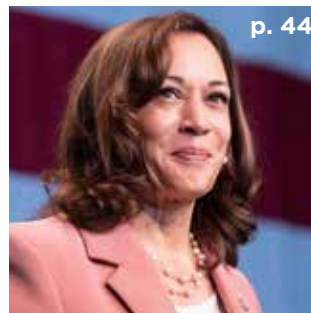
- 42** Tara Gandhi Bhattacharjee: Committed To Non-Violence
- 44** Kamala Harris: Defying Odds
- 46** Dr. Christina Rahm: The Renaissance Woman
- 48** Oprah Winfrey: The Unrivaled Storyteller



50

MOST INFLUENTIAL YOUNG LEADERS 2024

- 52** Eduardo Saverin: Conquistador of the Tiempos Modernos
- 53** Venus Williams: Aggressive Will to Win
- 54** Ananya Birla: A Tale of Mind, Melody, and Might
- 55** Samaila Zubairu: Driving Economic Development



56

WORLD'S GREATEST BRANDS

- 58** Apple Inc.
- 59** Cisco India
- 60** Emirates Airline
- 61** Acer
- 62** Firmenich Aromatics
- 63** Deakin University
- 64** Farm to Plate
- 65** The Root Brands
- 66** DRC Ventures
- 68** Zimbabwe Consolidated Diamond Company



BEYOND SURVIVAL: HOW EMBRACING SUSTAINABILITY PAVES THE WAY FOR HUMAN FLOURISHING

10

In the annals of human history, the narrative of progress has often been synonymous with economic growth, industrialisation, and technological advancement. Yet, the unfolding ecological crisis casts a sobering shadow over this trajectory, stressing on the urgent need for a paradigm shift towards sustainability. In this exegesis, we embark on a comprehensive exploration of the nexus between prosperity and the planet, elucidating the intricate relationship between economic development and environmental stewardship

BY **SHIVANI RAWAT**

At the heart of the sustainability discourse lies a fundamental re-evaluation of our societal priorities—a departure from the prevailing narrative that pits economic interests against ecological integrity. Contrary to the zero-sum mentality that portrays development and conservation as irreconcilable pursuits, a burgeoning body of research advocates for a holistic approach that seeks to harmonise human prosperity with planetary health. Drawing upon insights from interdisciplinary studies and cross-sectoral collaborations, we all must endeavour to transcend the false dichotomies that have long plagued the sustainability debate.

THE IMPERATIVE OF COLLABORATIVE ACTION

From multinational corporations to grassroots movements, stakeholders across the spectrum are rallying behind the banner of sustainability, recognising that the fate of humanity is inextricably linked to the fate of the planet. Through a synthesis of innovative policies, transformative technologies, and inclusive governance structures, we chart a course towards a sustainable future that upholds the principles of equity and intergenerational justice.

CHARTING A COURSE TOWARDS RENEWABLES

At the forefront of the sustainability agenda lies



the imperative of energy transition—a seismic shift away from fossil fuels towards renewable sources of energy. As the world grapples with the existential threat of climate change, the transition to clean energy assumes paramount importance, offering a pathway towards decarbonisation and climate resilience. From solar and wind power to geothermal and hydroelectricity, the renewable energy revolution holds the promise of a greener, more sustainable future.

CULTIVATING RESILIENT FOOD SYSTEMS

In the agrarian landscape, the imperative of sustainability manifests in the reimagining of agricultural practices and food systems. Against the backdrop of burgeoning global population and dwindling arable land, the quest for sustainable agriculture assumes heightened significance, necessitating a shift towards regenerative practices, agro-ecology, and circular economies. By embracing biodiversity conservation, soil health, and equitable access to nutritious food, we lay the groundwork for resilient food systems that nourish both people and planet.

BALANCING ECONOMIC GROWTH AND ECOLOGICAL INTEGRITY

From the tension between economic growth and environmental conservation to the competing demands of different Sustainable Development Goals (SDGs), stakeholders grapple with multifaceted dilemmas that defy easy solutions. Yet, in the crucible of uncertainty and ambiguity, lies the opportunity for creative problem-solving, adaptive

governance. By fostering dialogue, transparency, and shared decision-making, we must strive to navigate the labyrinth of trade-offs towards a more equitable and inclusive future.

THE ROLE OF SCIENCE & INNOVATION

In the pursuit of sustainability, science and innovation emerge as potent catalysts for change, illuminating new pathways and unlocking transformative potential. From cutting-edge research in renewable energy and climate modelling to breakthroughs in sustainable agriculture and conservation biology, the scientific community plays a pivotal role in shaping the contours of our sustainable future. Moreover, by fostering interdisciplinary collaboration, knowledge sharing, and open-source innovation, we harness the collective intelligence of diverse stakeholders to address the most pressing challenges of our time.

FORGING A PATH TOWARDS RESILIENCE AND RENEWAL

As we stand at the crossroads of history, the choices we make today will reverberate for generations to come. In the face of adversity lies the opportunity for transformative change—a reimagining of our relationship with the natural world, a recalibration of our societal priorities, and a reaffirmation of our shared humanity. Let us heed the call of conscience, the wisdom of science, and the imperative of intergenerational justice; for in the fabric of human destiny, the threads of prosperity and planet are inextricably intertwined, weaving a narrative of hope, resilience, and possibility.

MIDDLE EAST ON THE EDGE: NAVIGATING COMPLEXITIES AMIDST TURMOIL

As the Middle East grapples with escalating tensions and geopolitical upheaval, the region finds itself at a critical crossroads, with ramifications reverberating globally. Here's a deep dive into the multifaceted dynamics shaping the Middle East's geopolitical landscape, examining key factors driving instability and exploring potential avenues towards peace amidst the turmoil

BY SHIVANI RAWAT

12



The Middle East, a region steeped in history and marred by conflict, stands at the precipice of heightened instability. The layered web of rivalries, alliances, and competing interests has woven a complex narrative fraught with challenges and uncertainties. From the enduring conflict in Gaza to the widening rifts between regional powers, the landscape is fraught with complexities that defy simple solutions.

At the forefront of the region's tumultuous landscape is the ongoing conflict in Gaza, where Hamas and Israel find themselves locked in a cycle of violence with no clear end in sight. While the international community remains focused on the immediate dynamics of this conflict, it is imperative to recognise the broader implications it carries for regional stability. The conflict serves as a catalyst for broader tensions, triggering a chain reaction of events that threaten to engulf the entire region in

turmoil.

The Gaza conflict, while ostensibly a localised issue, is intricately linked to wider geopolitical dynamics, particularly Iran's quest for regional hegemony. Historically, Iran has seized upon regional conflicts to advance its own agenda, and the escalating situation between Hamas and Israel provides Tehran with a strategic opportunity to flex its military capabilities and assert its influence across the Middle East. Tehran's support for Hamas and other proxy groups serves as a means to assert its influence and challenge the existing regional order. From Lebanon's Hezbollah to the Houthi rebels in Yemen, Iran's shadow looms large over the Middle East, fuelling unrest and perpetuating instability.

Lebanon, a country long caught in the crosshairs of regional rivalries, finds itself once again on the brink of conflict, as tensions escalate along

its southern border with Israel. Hezbollah, Iran's most potent proxy in the region poses a formidable challenge to Israeli security, further exacerbating the risk of escalation. The spate of airstrikes targeting Iran-linked drug smugglers on Syrian soil shows the complex web of security threats faced by Lebanon and its neighbours.

On another front, the Houthi insurgency in **Yemen**, with full Iranian support, has intensified its offensive strategy, launching attacks on commercial vessels passing through the Red Sea. These maritime attacks pose a significant threat to global trade routes, with potential economic ramifications for the region and beyond. The recent decline in Egypt's Suez Canal revenues highlights the economic challenges posed by Houthi maritime aggression. In response, joint US and UK forces have launched strikes against the Houthis to degrade their capabilities and safeguard maritime security. However, the persistence of Houthi attacks stresses upon the urgent need for a coordinated international response to counter the growing threat in the Red Sea and the wider region.

As **Iran** extends its reach across the region, its confrontations with US forces in Syria and Iraq further compound the region's instability. The attacks on US troops, coupled with Iraq's pledge to expel American forces, highlight the deepening rifts between regional actors and the broader implications for regional security.

Jordan, a key player in the region's stability, finds itself grappling with the dual challenges of external threats and internal vulnerabilities. The scourge of drug smuggling from Syria, exacerbated by Iran-backed militant groups, poses a direct threat to Jordan's security and stability.

Amidst these mounting tensions, the quest for peace in the Middle East appears elusive. However, the path to stability lies not in further escalation but in collective action and dialogue. Efforts to counter Iran's destabilising activities must be coupled with initiatives to address underlying grievances and promote inclusive dialogue among all stakeholders. The Middle East stands at a critical juncture, with the future potential for both conflict and cooperation. While the challenges faced by the region are daunting, they also present an opportunity for change. Only through concerted action and strategic cooperation can it navigate through the turbulent waters of geopolitical uncertainty and build a more stable and prosperous future for its people.

CLIMATE CHANGE IN 2024: WHERE DO WE STAND?



Climate change remains a pressing global issue, significantly impacting businesses, economies, and communities worldwide. The current state of climate change is vital, read on to know about the potential challenges ahead, and the positive steps we can take to mitigate its effects

BY **SHIVANI RAWAT**

Climate change, driven by human activity, continues to accelerate, posing significant threats to both the environment and human health. The Intergovernmental Panel on Climate Change (IPCC) highlights the role of increased industrialisation and urbanisation in disrupting natural climate cycles. These disruptions manifest in various forms, including rising global average temperatures, changes in precipitation patterns, and more frequent and severe weather events such as hurricanes, droughts, and wildfires.

Moreover, the excessive emission of greenhouse gases, primarily carbon dioxide, from burning fossil fuels aggravates the greenhouse effect, trapping heat in the Earth's atmosphere and leading to further warming. This warming not only impacts ecosystems and biodiversity but also has profound implications for human health and well-being. The World Health Organization (WHO) has recognised climate change as one of the greatest threats to global health, linking it to increased incidences of heat-related illnesses, respiratory diseases, and vector-borne illnesses.

In addition to its direct impacts on human health, climate change also poses significant challenges to global food and water security. Changes in temperature and precipitation patterns affect agricultural productivity, leading to crop failures, reduced yields, and disruptions in food supply chains.

THE CHALLENGES, AND WHAT WILL HAPPEN IF THERE ARE NO CHANGES

The unchecked trajectory of climate change presents dire consequences across multiple dimensions. One of the most pressing concerns is the continued rise in global temperatures, which, if left unaddressed, could surpass critical thresholds with devastating consequences. The Paris Agreement, aimed at limiting global warming to well below 2°C above pre-industrial levels, stresses upon the urgency of mitigating greenhouse gas emissions to avoid catastrophic climate impacts.

Failure to curb emissions and limit global warming will exacerbate existing vulnerabilities and amplify the frequency and severity of

climate-related disasters. Coastal communities face increasing risks from sea-level rise and storm surges, while inland regions grapple with more frequent droughts, floods, and heatwaves. Furthermore, climate change fosters inequalities, disproportionately impacting marginalised populations. Low-income communities, indigenous peoples, and small island states are particularly susceptible to the adverse effects of climate change.

THE ONLY PATH FORWARD

Despite the formidable challenges posed by climate change, there are opportunities for positive action and transformative change. Current international agreements such as the Paris Agreement provide a framework for collective action and cooperation on climate mitigation and adaptation efforts.

Advancements in renewable energy technologies, such as solar and wind power, offer sustainable alternatives to fossil fuels, reducing emissions and mitigating climate change.

Investments in nature-based solutions, such as reforestation, ecosystem restoration, and sustainable land management, can enhance carbon sequestration, biodiversity conservation, and resilience to climate impacts. Transitioning to a circular economy, characterised by resource efficiency, waste reduction, and sustainable consumption and

production practices, can contribute to both climate mitigation and economic prosperity.

Empowering communities and fostering climate resilience at the local level are also critical components of the positive path forward. Building adaptive capacity, promoting climate-smart agriculture, and enhancing disaster preparedness can help communities withstand and recover from climate-related shocks and stressors. Investing in climate education, awareness-raising, and public engagement can mobilise collective action and drive transformative change at all levels of society.

In conclusion, while the forecast for climate change in 2024 is concerning, proactive measures and collective action offer hope for a sustainable and resilient future. By embracing innovation, collaboration, and shared responsibility, we can address the root causes of climate change, mitigate its impacts, and create a more sustainable world.

“FAILURE TO CURB EMISSIONS AND LIMIT GLOBAL WARMING WILL EXACERBATE EXISTING CONDITIONS”

SHAPING THE FUTURE: NEARLY HALF OF GLOBAL POPULATION POISED TO HAVE 2024 ELECTIONS

The year 2024 is not merely an election year; it is a monumental juncture in the trajectory of global democracy. With over 60 nations, representing nearly half of the world's population, slated to participate in electoral contests of unprecedented scale and significance, the year unfolds as a testament to the enduring allure and resilience of democratic ideals amidst a backdrop of geopolitical upheaval, societal transformation, and technological innovation

BY **SHIVANI RAWAT**



A

As the calendar turns to the second half of 2024, the world stands on the cusp of an epoch-defining moment in the annals of global democracy. From the bustling streets of Asia to the serene landscapes of Europe and the Americas, the democratic experiment unfolds on an unprecedented scale, offering a glimpse into the anxieties, and aspirations of billions of citizens worldwide. At the heart of this electoral extravaganza lies a profound question: What does the future hold for democracy in the 21st century?

THE GLOBAL SPECTACLE OF ELECTIONS

At the core of the 2024 electoral extravaganza lies a rich tapestry of nations, each grappling with its unique set of challenges and opportunities. As citizens prepare to exercise their democratic rights, they confront a myriad of issues ranging from economic inequality and social justice to environmental sustainability and technological innovation. The diversity of electoral systems, political parties, and candidates reflects the kaleidoscopic nature of global democracy in the modern era.

ELECTIONS ALREADY HELD

In the first half of 2024, several countries have already held significant elections. In Bangladesh, the Awami League, led by Prime Minister Sheikh Hasina, clinched victory for the fourth consecutive term. Finland saw former Prime Minister Alexander Stubb narrowly triumph over ex-top diplomat Pekka Haavisto in the presidential race. Indonesia confirmed Prabowo Subianto as its new president, with a decisive 59% of the vote. Pakistan's election yielded a divided outcome, with Nawaz Sharif winning a seat in Lahore and independent candidates, largely supported by incarcerated former Prime

Minister Imran Khan, securing a substantial number of seats. Taiwan's Democratic Progressive Party celebrated Vice President Lai Ching-te's victory in the presidential election, with his inauguration slated for May 20th.

CHALLENGES TO DEMOCRATIC GOVERNANCE

However, amidst the excitement of electoral fervour, the year 2024 also presents significant challenges to the edifice of democratic governance. In countries like Bangladesh and Pakistan, where elections have already taken place, allegations of electoral malpractice and political repression casted a shadow over the legitimacy of the electoral process. Similarly, in nations like Russia and Belarus, where authoritarian leaders wield unchecked power, the prospects for free and fair elections remain bleak.

GEOPOLITICAL IMPLICATIONS

The outcomes of the 2024 elections carry profound geopolitical implications, shaping the contours of regional and global affairs for years to come. In South Africa, the electoral fortunes of the African National Congress hold sway over the trajectory of the African continent, with implications for economic development, human rights, and democratic governance across the region.

THE IMPERATIVE OF DEMOCRATIC RESILIENCE

As citizens around the world exercise their right to vote, they reaffirm their commitment to the principles of democracy, accountability, and social justice. Amidst the uncertainties of the modern age, the ballot box remains a beacon of hope and resilience, reminding us of the enduring promise of democracy in an ever-changing world.



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BY DR. CHRISTINA RAHM



BRAZIL

A KALEIDOSCOPE OF NATURE, CULTURE, AND ADVENTURE



One of the most captivating places on the planet, Brazil is blessed with powdery white-sand beaches, cool mountains, verdant rainforests, and historic colonial towns and buzzing metropolises. From the outstanding cityscapes of Rio de Janeiro to the colonial allure of Salvador and the natural wonders of Manaus, each city in Brazil has its own distinctive personality and a treasure of celebrated attractions

**By H.E. Mr. José Borges dos Santos Júnior,
Ambassador of Brazil to Thailand**



**B**

razil has incredible places all around the country. With its unique cuisine, rich culture, some of the most beautiful beaches in the world, breathtaking waterfalls, and adventure for everyone's liking, all you have to do is choose the best type of tourism for you and be amazed by the wonders of this beautiful South American country.

CULTURE

Brazil is a melting pot of indigenous and foreign cultures. It is easy to recognise the influences of Europe and Africa, but some distant Asian countries, such as Japan, have also laid important bricks in the building of the Brazilian identity.

Brazilian cuisine is not only historic, but also varied, tasty, and part of the different cultures all around the country. In fact, some dishes and recipes are exclusive to some regions, while other types of food are quite traditional all over the country.

Brazil is blessed with a coastline that stretches for more than 7,000 kilometers, and that translates into beautiful beaches all over the country. In each of these amazing beaches, you will be able to experience the sun, energy, beauty, and joy of Brazilians.

MANAUS

Manaus is a charming and cultural city. The green Amazon Forest, the dark waters of Rio Negro, the muddy waters of Solimões River, exotic local cuisine, diverse architecture, and very welcoming people are some of the city's treasures. One visit is all it takes to fall in love with the capital of Amazonas State.

Located in the heart of the Amazon Forest, Manaus inherited beautiful buildings from the days of the Rubber Boom (a period of great economic and social growth

in Brazil), which were built with fine materials imported from Europe.

ALTER DO CHÃO

The white-sand beaches on the banks of the Tapajós, a river with fresh, warm, blue-green waters, are one of the main attractions of this charming destination surrounded by breathtaking nature.

A beautiful beach town, Alter do Chão was described as one of the best beach destinations in Brazil by English newspaper The Guardian. The village is situated just 38 km from the city of Santarém, in the middle of the Amazon.

SALVADOR

Salvador is the capital of the state of Bahia, a place renowned for its natural beauty, friendliness of its people, and the strong influence of African culture, which is felt in cultural expressions like capoeira, a mixture of martial art and dancing, music and the local cuisine. People in Salvador really know the true meaning of enjoying life, and the city hosts one of the country's most famous carnival celebrations.

The Historic Center of Salvador is a place where visitors will find streets and architectural monuments that date back to Colonial Brazil, the Empire, and the First Republic.

FERNANDO DE NORONHA

The perfect combination of crystal-clear waters, golden sand, and rich marine life that amazes people from all around the world, Fernando de Noronha is one of the best places in the world for scuba diving. Comprising 21 islands and islets, this archipelago is a place of indescribable beauty and importance, earning a place on the UNESCO World Natural Heritage List. It is very common to see the names of Fernando de Noronha's beaches listed among the most beautiful in Brazil and in the world. The beach of Sancho Bay (Baía do Sancho) was twice voted the best beach on the planet by TripAdvisor's Travelers' Choice Awards.

“LOCATED IN THE AMAZON FOREST, MANAUS INHERITED BEAUTIFUL EDIFICES FROM THE DAYS OF THE RUBBER BOOM”



BRASÍLIA

Brasília is a planned city built in the 1950s and its beauty lies in its details, designs, and colours. The new capital was an audacious project and became the symbol of urban planning and modern architecture in the 20th century. The idea of building a new capital was to populate the centre of the country and keep the capital away from possible attacks from foreign ships on the coast.

Home to more than 3 million people, Brasília's basic design, called Pilot Plan (Plano Piloto), was conceived by urban planner Lúcio Costa and architect Oscar Niemeyer. The design resembles the shape of an airplane and has been added to UNESCO's World Cultural Heritage List. It is the city with the largest area on the Heritage List in the world.

BONITO

Bonito is a true paradise where visitors can



experience rivers with crystal-clear waters and the contrast of the colourful fish against the intense green backdrop of the native forests. Its name means simply “beautiful” and it has many attractions, such as the Lago Azul Cave (blue lake cave), Mimoso Cave, the Natural Aquarium, and the Sucuri River (Anaconda River).

RIO DE JANEIRO

Stunning natural attractions, the spontaneity and hospitality of the local people, who turn everything into a celebration, and world-famous iconic monuments, this is what makes Rio de Janeiro an unforgettable destination. The combination of the beaches, mountains, forests and the city buildings and streets create a unique beauty unmatched anywhere in the world. It was the first city in the world to be added to UNESCO’s World Heritage List under the Cultural Landscape category.

If you want to really feel the energy of Brazilian

people, there is nothing better and more traditional than to enjoy Carnival in Rio, when you both watch the samba schools parading at the sambadrome or take part in street celebrations, since each neighbourhood in the city has its own favourite carnival bands.

SÃO PAULO

São Paulo is a national reference in history, business, culture, and tourism. Due to internal migration from other states and immigration from several countries in its early days, São Paulo is the most cosmopolitan city in Brazil. The city has countless movie theaters, cultural centres, museums, historic buildings, parks, theatres, and art galleries, but also one of the ten best nightlives in the world, according to CNN, and is known as Latin America’s Capital of Fine Cuisine.

FLORIANÓPOLIS

Containing around 100 beaches, Floripa, as it is commonly known, is perfect to practice water sports such as surfing, kite surfing, and sailing. Visitors will notice the strong influence of Portuguese and Azorean colonisers in the city’s architecture and local cuisine, as well as in its cultural and religious events. Part of the city is a natural preserve that includes unspoiled beaches surrounded by beautiful hills covered in native Atlantic Forest vegetation.

There are many points of interest in and around the city, some of which are the beautiful Conceição Lagoon, the peaceful Peri Lagoon, the traditional Historic City Center, the popular Public Market, the cosmopolitan Beira-Mar Avenue, and the rustic Azorean neighbourhoods of Santo Antônio de Lisboa and Ribeirão da Ilha.

FOZ DO IGUAÇU

Foz do Iguaçu is one of Icons of Brazilian tourism thanks to the 275 majestic waterfalls that make up Iguaçu Falls. On the border between Brazil and Argentina, the Falls attract millions of visitors every year from all over the world.

Having earned a place on the UNESCO World Natural Heritage List, the waterfalls were also voted one of the World’s New 7 Wonders of Nature. The park is also home to several endangered plant and animal species, such as Jaguar and Paraná Pine Tree (Araucária). Visitors to the area are able to see the 90-meter-tall Garganta do Diabo (Devil’s Throat), the tallest waterfall in the ensemble up close.

★ WORLD'S GREATEST TRAVEL DESTINATIONS ★



UNITED KINGDOM**THE LAND OF HISTORICAL, CULTURAL AND CULINARY RICHNESS**

The cities of Birmingham, Manchester, Liverpool, and Edinburgh have a huge appeal amongst Indian travellers. Whether you're a movie buff seeking out the stories from the latest film releases, or after that picture-perfect pose at the places that play host to your favourite TV show - Great Britain has something for every visitor to go on a star-studded adventure. Whether you're fascinated by classic matchmaking with Jane Austen, indulging in the estates and parks of Bridgerton, or admiring the Cotswolds villages for a taste of high Regency, 2024 is the year for set jetting across Britain and visit your favourite fictional destinations through the lens of literature

By H.E. Mr. Harjinder Kang, His Majesty's Trade Commissioner for South Asia & British Deputy High Commissioner for Western India

25

Visitors from India spent a record £764 million in the UK in 2022, exceeding 2019 levels. This growth continued to 2023. India is forecast to be a billion-pound visitor market from 2025 with visits predicted to recover to 2019 levels by 2024, making it one of the UK's fastest growing Asian visitor markets.

Airline seat capacity from India to the UK is also showing strong recovery and growth. Scheduled seat capacity on non-stop flights from India to the UK, when looking at the first eight months of 2024, is already 33% higher than in 2019 with capacity particularly ramping up from May. There are 16 India-UK direct routes from nine Indian cities into London and Birmingham.

Indian visitors are great to have as they are staying longer, spending more, and travelling around. As per Indian Passenger Statistics (IPS) from 2022, Indians spent more than half trip outside London, stayed 3 times longer (27 days) than an average global visitor (8 days).

Indian visitors spent an average of £1,480 per visit in 2022, which is 75% more compared to the average spend in 2019 of £840. Business visitors spent £241 million in UK in 2022, 32% of the total spend from





India.

BATH, BRIDGERTON AND LANDMARKS

Bath has been a popular filming location due to its stunning Georgian architecture, surrounding manor houses and countryside. Netflix's charming period drama series, *Bridgerton*, based on the bestselling books by Julia Quinn has made the city a popular choice for travellers to explore some of Britain's most recognisable landmarks, including The Royal Crescent and The Holburne Museum among many others.

“NETFLIX'S PERIOD DRAMA SERIES, BRIDGERTON, BASED ON THE BOOKS BY JULIA QUINN HAS MADE THE CITY POPULAR”

Since the show's release, many tailor-made experiences have popped up in this picturesque city. Themed walking tours include a bespoke Photo Tour and a *Bridgerton* Sights and Music Tour with welcoming and fun guides and a Bath Regency Walking Tour which explores locations including Pulteney Bridge, the Pump Room and Queen Square. Brit Movie Tours offer a two-hour *Bridgerton* Tour through Bath's historic streets, with some unmissable photo stops and numerous filming locations.

OXFORD, BIRMINGHAM, MANCHESTER WONKA AND CHOCOLATES

Visit the enchanting world of Willy Wonka, a whimsical character appearing in Roald Dahl's 1964 children's novel *Charlie and the Chocolate Factory*, for your next trip to Britain. The latest released *Wonka* film features several iconic British locations as breathtaking backdrops, enticing you to create

your own magical treats during mouthwatering chocolate factory tours and immersive sweets masterclasses.

Head to Oxford's Hertford College and the iconic Radcliffe Camera, a working library of the University of Oxford, for a glimpse into the *Wonkaverse*. Get the inside scoop on a guided tour of the Radcliffe Camera. The nearby Cattle Street and Sheldonian Theatre also mark other locations in the city used in the film. Explore the theatre on your own or join a guided tour to enjoy the best indoor 360-degree panoramic views of the city from the Cupola.

Continue your sweet journey further north for some more appetising experiences that include the Cadbury World in Birmingham. 2024 marks the 200th anniversary of the opening of the very first Cadbury shop. Step into the scrumptious world of chocolate and sweets at Cadbury World in Bournville on the outskirts of Birmingham. Create your very own bespoke chocolate and embark on a journey through the heritage of chocolate-making including interactive exhibits and mouthwatering tastings.

Heading to Manchester, the Chocolate Factory Experience provides a paradise for chocolate lovers. Immerse yourself in a world of cocoa confections as you explore a chocolate factory filled with delicious surprises. From tastings to interactive workshops, this experience offers a hands-on journey into the art of chocolate-making while discovering the secrets behind crafting gourmet chocolates.

LONDON AND SCOTLAND, HARRY POTTER AND MAGIC

Britain is bursting with spell-binding Harry Potter filming locations, making it magical for Harry Potter fans everywhere. Head to King's Cross station's Platform 9¾ with its disappearing luggage, the Reptile House at ZSL London Zoo, where Harry first discovers his gift for talking with snakes, or stand in the exact spot of the dramatic sequence of the Millennium footbridge collapsing.

Spoilt with tour choices for entering the world of Harry Potter, discover many of the real film locations you see in the Harry Potter films through the Harry Potter London Cab Tour. The taxi tours are from location to location so that you can see, stand next to and even walk in the actual places where Muggles fear to tread. Get a behind-the-scenes look at the spellbinding making of the Harry



VISHAL BHATIA,
VISIT BRITAIN COUNTRY
MANAGER - INDIA

“India is one of our most important inbound visitor markets, forecast to be a billion-pound visitor market for the UK from 2025. It boasts strong airline connectivity including to regional destinations, and we know there is pent up demand for travel. Looking at top activities that Indian travellers are keen on – Britain caters for all. Visiting famous/iconic tourist attractions, experiencing coastal places & scenery, exploring local food & drinks are the main categories for Indians. Our focus in India is to drive growth outside London through regional gateways, across the seasons, trade and business-to-business engagement to drive recovery and growth, and support His Majesty's Government partners in India.”

Potter films with the Warner Bros. Studio Tour. Through the Wizards London Bus Tour you can enjoy a 3-hour fun-packed tour outside of London.

You may head up north to Lochaber in the Scottish Highlands for a familiar film sight. Hop onto a Hogwarts style steam-locomotive on the Jacobite Steam Train cross the Glenfinnan Viaduct running daily from March to October for breathtaking views of Britain's highest mountain, and shortest river.

Unleash your inner wizard in the enchanting world of The Cauldron: Potion Making experience in Edinburgh. Here you'll brew magical concoctions and elixirs to create themed cocktails.

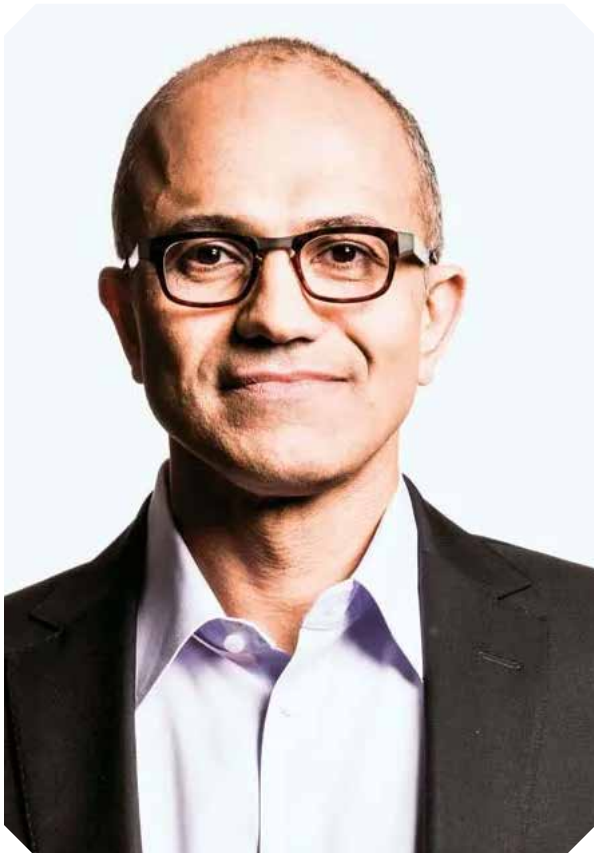
Alternatively, a visit to Alnwick Castle (Hogwarts) sets the scene for the first flying lesson in Harry Potter and the Philosopher's Stone. Meet fellow witches and wizards alike during a broomstick lesson and become an expert in the skies with guidance from skilled instructors.



H.E. DR. SULTAN BIN AHMED AL JABER



TIM COOK



SATYA NADELLA

Join us in honouring the pioneering visionaries who sculpt the ever-evolving landscape of our global community. In an epoch defined by innovation, collaboration, and resilience, these extraordinary individuals emerge as vanguards of progress, igniting the spark of inspiration across generations and navigating industries towards uncharted horizons.

In this section, we uncover their tales of triumph, explore their monumental achievements, and ponder the profound impact they have etched on societies worldwide. Embark with us on this voyage of revelation as we unveil the strategic brilliance, technological innovation, entrepreneurial prowess, and transformative leadership that define these extraordinary figures. Let their narratives serve as guiding lights, steering us through the turbulent waters towards the shores of progress and prosperity. Together, let us celebrate the indomitable spirit of human achievement and embrace the boundless potential that resides within every individual



BERNARD ARNAULT



ELON MUSK

PERSON OF THE YEAR 2024

H.E. DR. SULTAN BIN AHMED AL JABER

BUSINESSMAN EXTRAORDINAIRE

H. E. Dr. Sultan bin Ahmed Al Jaber, UAE Minister of Industry and Advanced Technology, and Managing Director and Group CEO of ADNOC Group, is the President-Designate of the forthcoming UN climate conference COP28. He brings two decades of executive business and leadership experience in government, climate policy, and renewable and conventional energy sectors





r. Al Jaber is an accomplished figure in the fields of energy, business, and government. He grew up in a family with a strong tradition of public service and entrepreneurship.

From his graduation in Chemical Engineering from the University of Southern California, US, to his Ph.D. in Business and Economics from Coventry University in the United Kingdom, his academic background reflects a combination of technical and business knowledge, which is valuable in various sectors, including energy and industry. He has held key positions in the energy and industry sectors in the UAE. He has been involved in various leadership roles within the Abu Dhabi National Oil Company (ADNOC) and its subsidiaries that helped him play a significant role in advancing the country's energy and industrial strategies. His career has included positions in the UAE government, including the role of UAE Minister of State and as a member of the UAE Cabinet, which

and an ambitious action-oriented agenda to achieve success. His roles as the UAE Minister for Industry and Advanced Technology, Chief Executive of the UAE's national oil company and one of the world's biggest oil and gas producers, ADNOC, and the Founding Chief Executive of Masdar, has taught him the importance of the oil industry as an energy supplier to most countries.

A CLIMATE EXPERT

Dr. Al Jaber was the UAE's Special Envoy for Climate Change from 2010 to 2016, and has been from 2020 onwards. Over eight years in this role and representing the country at previous climate conferences has given him a thorough insight into the complex challenges of sustainable development. As CEO of Masdar, he played a vital role in executing the vision of the country's leadership to encourage the International Renewable Energy Agency (IRENA) to set up its headquarters in Masdar City, Abu Dhabi. IRENA now has 167

"DR. JABER HAS BEEN VOCALLY ADVOCATING FOR SUSTAINABLE ENVIRONMENTAL CONSERVATION"

31

involved policy-making, strategy development, and representing the UAE on the international stage. In 2023, his selection as COP28 President-Designate has not only put him in the centre of the most crucial discussion of modern times, but also has given him the arduous task of striking the balance between the use of fossil fuels and their greenhouse emissions that actually is the problem.

ONE WITH A BUSINESS MINDSET

A businessman extraordinaire, Dr. Al Jaber is of the opinion that the world needs a "business mindset" to tackle the climate crisis. In one of the statements as the President-Designate of the COP28 summit, he said, "the forthcoming UN talks is a great platform to set out how the private sector can limit greenhouse gas emissions and give businesses and governments a clear set of tasks and targets. He calls for a major course correction and a massive effort to reignite progress, which governments cannot accomplish alone. The scale of the problem requires everyone working in solidarity," he said.

Dr. Al Jaber's previous roles have taught him the importance of concrete key performance indicators as the cornerstone of most commercial strategies

countries plus the EU as its members, and plays a lead role in guiding and supporting green energy transitions.

Dr. Al Jaber has been a vocal advocate for sustainability and environmental conservation. He has been involved in initiatives aimed at promoting renewable energy and reducing carbon emissions. His leadership has contributed to the UAE's efforts to diversify its energy mix and reduce its carbon footprint.

Masdar or the Abu Dhabi Future Energy Company was set up in 2006 with the goal of becoming a global leader in renewable energy and sustainable urban development. Under Dr. Al Jaber's stewardship, the company has become one of the largest global players in the renewable energy space globally. It has invested in solar and wind energy projects in 40 countries. It is also investing in modern technology to build solar-powered water desalination and waste to energy plants. The leader's two decades of dedication to renewable energy serve as evidence that he and the UAE offer the most promising opportunity to achieve a global consensus for addressing climate change.

TIM COOK

AN EPITOME OF SUCCESS

One of the most successful CEOs in the world, Tim Cook began as the Chief Executive Officer of Apple Inc. in 2011. A story from innovation to dominance, he previously served as the company's Chief Operating Officer under its Co-Founder Steve Jobs. His ability to navigate challenges, maintain a customer-centric approach, and uphold the company's core values has contributed significantly to the brand's continued success





As Apple CEO, Tim Cook has been responsible for leading one of the world's most innovative and creative companies. While Steve Jobs is often associated with Apple's initial groundbreaking products and creative culture, Tim Cook's leadership has also played a significant role in fostering and maintaining the company's creativity. Under his leadership, Apple has continued to introduce new and innovative products, such as the Apple Watch, AirPods, and various iterations of the iPhone and iPad.

The Apple CEO has also shown a commitment to sustainability and social responsibility, pushing Apple to become more environmentally friendly and ethical in its practices. He has championed renewable energy initiatives, reduced the company's carbon footprint, and taken steps to improve working conditions within Apple's supply chain.

In terms of fostering a creative environment within Apple, Cook has encouraged collaboration

company streamline its operations and reduce costs. Cook's contributions became especially evident during the launch of the iPod, where he ensured that Apple could meet the high demand for the product.

Cook's emphasis on operational efficiency and SCM played a significant role in transforming Apple into a more agile and cost-effective company. He implemented just-in-time manufacturing and distribution methods, reducing inventory levels and improving the company's financial performance.

As CEO, Cook continued to build upon Apple's culture of innovation, while also focusing on expanding its product line-up and global reach. He oversaw the launch of iconic products like the iPhone 4s, iPhone 5, iPad Pro, Apple Watch, and AirPods. Under his leadership, Apple also introduced services like Apple Music, Apple Pay, and Apple TV+.

One of Cook's standout strengths is his focus on operational efficiency. He streamlined Apple's supply chain, reduced inventory levels, and

"UNDER TIM COOK'S LEADERSHIP, APPLE'S MARKET

VALUE AND REVENUE CONTINUED TO SOAR"

and diversity among employees.

A LIVING SUCCESS STORY

Tim Cook's success story is marked by his journey from a small-town upbringing to becoming the CEO of one of the world's most valuable and influential companies. Born on November 1, 1960, in Mobile, Alabama, he grew up in a middle-class family and displayed a strong interest in technology from a young age. The leader earned a bachelor's degree in Industrial Engineering from Auburn University in 1982 and later obtained an MBA from Duke University's Fuqua School of Business in 1988.

Cook began his career in the tech industry at IBM, where he held various positions in the company's personal computer division. He quickly gained a reputation for his organisational skills and keen understanding of Supply Chain Management (SCM).

TRANSITION TO APPLE

Cook joined Apple in 1998 as Senior Vice President for Worldwide Operations. He played a crucial role in revamping Apple's supply chain and manufacturing processes, which helped the

optimised manufacturing processes. This approach not only improved cost-effectiveness, but also ensured that Apple could meet high product demands. Under Cook's leadership, Apple's market value and revenue continued to soar. The company reached the milestone of being the first publicly traded company to surpass a \$1 trillion market capitalisation.

COMMITTED TO SUSTAINABILITY

The Apple CEO has been an advocate for sustainability and ethical business practices. He pushed Apple to commit to using 100% renewable energy for its operations and worked to improve labour conditions in the company's supply chain. Under his leadership, Apple has been working to power its operations and data centers with 100% renewable energy. This includes investing in solar power installations, wind energy, and other renewable sources. Apple has also committed to using recycled materials in its products. It has designed its products with energy efficiency and recyclability in mind. For instance, it introduced the "Daisy" recycling robot to disassemble old iPhones and recover valuable materials.

BERNARD ARNAULT

THE ARCHITECT OF LUXURY

In the world of luxury fashion and retail, few names command as much admiration as Bernard Arnault. As the Chairman CEO of LVMH Moët Hennessy Louis Vuitton, Arnault has not only solidified his position as one of the most influential figures in the industry, but has also left an indelible mark on the global business landscape. A revolutionary force in the luxury industry, he demonstrates the power of relentless pursuit of excellence



In the annals of business history, the story of Bernard Arnault stands as a testament to the power of vision, innovation, and relentless determination. He is the Chairman and Chief Executive of LVMH, which owns Louis Vuitton, Christian Dior and Moët & Chandon champagne. The company's shares have shot up by more than 150% in the past three years, hitting a new high of €853 in April 2023. The rise helped Arnault and his family witness an estimated peak net worth of US\$240.7 billion, making him the richest person in the world at the time. The 74-year-old then became only the third person in history – after Tesla's Elon Musk and Amazon's Jeff Bezos – to have hit the milestone of amassing an estimated fortune above \$200 billion. In 2022, LVMH achieved record sales of €79.2 billion, and has begun a €1.5 billion share buyback programme, which has helped further lift the share price.

Under Arnault's leadership, LVMH acquired an impressive portfolio of iconic brands, including Louis Vuitton, Christian Dior, Givenchy, Fendi, and many others. His ability to identify and nurture talent, coupled with a commitment to preserving the unique identity of each brand, set LVMH apart as a leader in the luxury market.

AHEAD OF THE CURVE

At the heart of Arnault's leadership is his visionary approach. He has always been ahead of the curve, possessing an innate ability to spot opportunities and trends in the luxury market long before others. His foresight allowed him to acquire iconic brands such as Louis Vuitton, Christian Dior, and Moët & Chandon, transforming LVMH into a conglomerate that houses over 70 prestigious brands spanning fashion, cosmetics, jewellery, and more.

Arnault was among the first to recognise the potential of emerging markets, particularly China. He strategically positioned LVMH to capitalise on

"LVMH HAS COMMITTED TO ENVIRONMENT-FRIENDLY PRACTICES & ETHICAL SOURCING OF MATERIALS"

35

EARLY LIFE AND AMBITION

However, there is more to Arnault than his stupendous wealth. Born in Roubaix, France, in 1949, he emerged from humble beginnings to become a self-made billionaire who not only transformed his life, but also revolutionised the entire luxury industry. His journey to the pinnacle of the luxury industry began with a keen interest in entrepreneurship and a burning ambition to succeed.

Arnault attended the prestigious École Polytechnique and École des Hautes Études Commerciales in France, acquiring a solid educational foundation in engineering and business management. This academic rigour would serve as the foundation for his future success.

THE BIRTH OF LVMH

The defining moment in Arnault's career came in 1989 when he engineered the takeover of Moët Hennessy Louis Vuitton (LVMH). Recognising the immense potential of the luxury market, he embarked on a mission to consolidate and redefine the industry. This bold move laid the foundation for the creation of the world's largest luxury conglomerate.

the rising affluence of consumers in these regions, solidifying its global dominance. His acquisitions and partnerships have strengthened LVMH's presence in key markets worldwide.

One of Arnault's key leadership achievements is his ability to create synergy among LVMH's diverse portfolio of brands. He has fostered collaboration and cross-pollination between brands, enabling them to share resources, expertise, and market insights. This synergy has increased the overall value of LVMH, and allowed each of its brands to thrive within the conglomerate.

COMMITTED TO CHANGE

Throughout his tenure, Arnault has faced numerous challenges, from economic downturns to global crises. However, his leadership has consistently demonstrated resilience and adaptability. His ability to pivot and make tough decisions has allowed LVMH to weather storms and emerge stronger from adversity. He has also committed LVMH to environment-friendly practices and ethical sourcing, aligning the luxury industry with changing consumer values. The company sticks to sustainable practices, such as reducing carbon emissions.

ELON MUSK

GIVING WINGS TO YOUR MOBILITY DREAMS

One of the richest people on the planet, with over \$300 billion fortune, Elon Musk has been efficaciously revolutionising transportation both on our planet Earth, through electric car maker company Tesla and in space, via rocket producer company SpaceX. He is a great visionary who aspires to save our planet and take us to a new one



In an era often defined by new technology, the 50-year-old zillionaire, Musk has emerged as one of the most genuinely innovative entrepreneurs of his generation. He has triggered a historic shift in the world's auto industry towards green mobility. Musk rightfully deserves the credit of transforming one of the world's most important industries – the automotive industry – and paving the path for a sustainable future.

EARLY LEANINGS

Born to a Canadian mother and South African father, Musk was brought up in Pretoria, South Africa. He briefly attended the University of Pretoria before moving to Canada at age 17 to avoid conscription. He enrolled at Queen's University and two years later transferred to the University of Pennsylvania, where he received a bachelor's degree in Economics and Physics.

BOOSTING GREEN MOBILITY

As the Co-founder and CEO of Tesla, Musk has been leading all product design, engineering and global manufacturing of the firm's electric vehicles, battery products and solar energy products. Under his exemplary leadership, Tesla has been on a mission to accelerate the world's transition to sustainable energy for a cleaner future, since its inception in 2003. Roadster sports car was Tesla's first product, launched in 2008. It was followed by the Model S sedan, which was introduced in 2012. Model S proved that electric cars could compete with the best on style and performance. Its Model X SUV was launched in 2015. These models have garnered immense popularity over time. Model S has received Consumer Reports' 'Best Overall Car' and has been named the 'Ultimate Car of the Year' by Motor Trend, while Model X was the first SUV ever to earn 5-star safety ratings in every category and sub-category in the National Highway Traffic Safety Administration's tests.

"FOR A LONG TIME, THE REST OF THE AUTO INDUSTRY WAS BASICALLY CALLING TESLA AND ME FOOLS"

37

Thereafter, he moved to California in 1995 to attend Stanford University. However, he changed his mind and decided instead to pursue a business career. Thus, he ended up co-founding the web software company Zip2 with his brother Kimbal. This startup was acquired by Compaq for \$307 million in 1999. The same year, Musk co-founded online bank X.com, which merged with Confinity in 2000 to form PayPal. The firm was taken over by eBay for \$1.5 billion in the year 2002. In 2002, Musk founded SpaceX, an aerospace manufacturer and space transport services company, of which he is CEO and CTO.

In 2004, he joined electric vehicle manufacturer Tesla Motors, Inc. (now Tesla, Inc.) as Chairman and Product Architect, later becoming its CEO in 2008. In 2006, he helped create SolarCity, a solar energy services company that was later acquired by Tesla and became Tesla Energy. In 2016, Tesla became the world's first vertically-integrated sustainable energy company with the acquisition of SolarCity, the leading provider of solar power systems in the United States, and in 2017 it launched Solar Roof – a beautiful and affordable energy generation product.

It also launched Tesla Semi, which is designed to save owners at least \$200,000 over a million miles based on fuel costs alone. It unveiled Cybertruck in 2019, possessing better utility than a traditional truck and more performance than a sports car. Its Model Y compact SUV, began customer deliveries in early 2020.

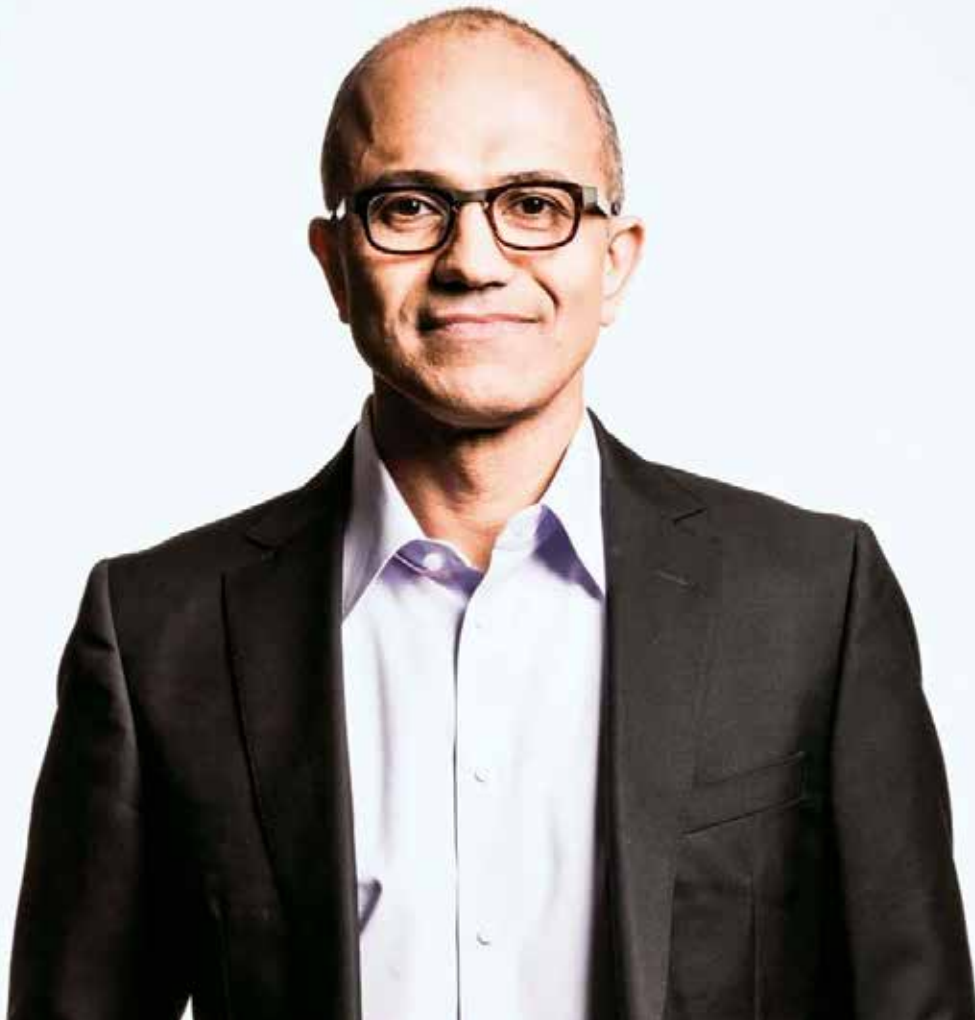
BRINGING SPACE CLOSER TO EARTH

As lead designer at SpaceX, Musk efficiently oversees the development of rockets and spacecraft for missions to Earth orbit and ultimately to other planets. Under his able leadership, the SpaceX Falcon 1 became the first privately developed liquid fuel rocket to reach orbit in 2008, and SpaceX by re-flying both a Falcon 9 rocket and Dragon spacecraft for the first time, made further history in 2017. Soon after, Falcon Heavy, the most powerful operational rocket in the world by a factor of two, completed its first flight in 2018. In 2019, SpaceX's crew-capable version of the Dragon spacecraft completed its first demonstration mission, and the company flew NASA astronauts to the International Space Station for the first time in 2020.

SATYA NADELLA

FUTURE OF TECHNOLOGY

A person with crystal clear opinions, Mr. Satya Nadella entered the world of technology with supreme ambitions. With a skillful mind he has always followed his instincts and has managed to fly upwards the acme of success. This illustrious spearhead is achieving the big goals like child's play and moving in direction of a glorious future



There are several leaders whom people witness emerging around them but only a few reach the heights that astonish everyone. In this process, clear visions play very crucial role and are hard to maintain in the hassling world. Those who are set to mark their remarkable existence in golden words never let any worthy opportunity slip from their hands, be it major or a small one. In the long race, solely insightful people go ahead to win the world with their extraordinary aptitudes.

A utopian leader like Mr. Satya Nadella, the Chief Executive Officer of Microsoft, comes up as a quintessential pioneer. He has the courage to carve his path even in the hardest times. Mr. Satya Nadella is the sort of person who knows how to project things for attaining a particular goal. His remark, “I always wanted to build things” demonstrates his inclination towards creating new things. He has been a computer science student

THE NOTEWORTHY TRAVERSE

4 February, 2014 has been an immensely remarkable day for Mr. Satya Nadella. This day was significant in his life because he was appointed as Chief Executive Officer of a highly reputed firm known across the world, Microsoft. For Mr. Satya Nadella, those moments were not less than any treasure; he had worked tirelessly since years to reach at this peak. The great toiling of 22 years was one of the chief reasons that led him towards these zeniths. Also, his earnest efforts inspire millions of people to have faith in their virtuosity.

The glorious professional journey of Mr. Satya Nadella was commenced in 1992 by joining Microsoft. This firm became a platform for him where he got chance to execute his potentialities. With a determined heart and a proficient mind he has taken the Microsoft to new heights.

NOURISHING MICROSOFT

Mr. Satya Nadella has given valuable years of his

“MR. SATYA NADELLA HAS GIVEN VALUABLE YEARS

OF HIS LIFE TO THIS ORGANISATION”

39

and firmly believed that this course will prove to be a beginning of his success journey.

REMINISCING THE PAST

Born on 19 August 1967, in Hyderabad, Telangana, Mr. Satya Nadella belongs to a Telugu family. He did his schooling from Hyderabad Public School, located in Begumpet. Mr. Satya Nadella’s father served as a civil servant in Indian Administrative Service. One of the most prominent steps taken by him to reach the pinnacle was his Bachelor’s degree in Electronics and Telecommunications, a tough field of engineering. He had received the degree from the Manipal Institute of Technology in 1988, which then was affiliated with Mangalore University and presently, a part of Manipal, Karnataka. In order to touch the skies, Mr. Satya Nadella went to U.S. for higher studies. There he acquired his master’s degree in computer science at the prestigious University of Wisconsin–Milwaukee, in 1990. Later, to enhance his exceptional leadership attributes he decided to pursue MBA from the prestigious University of Chicago Booth School of Business.

life to Microsoft. His consistent promotions at the firm are enough to justify that he has been an asset to it. He has contributed a lot to take the firm at the position where it is right now.

He has spent sleepless nights in order to establish Microsoft as a herculean organisation. Mr. Satya Nadella was the driving force behind Microsoft’s initiative of cloud computing and he was involved in the development of one of the largest cloud infrastructures in the world. He has been credited with exceptional projection of Microsoft’s Cloud OS strategy, the backend system for its online services. Cloud OS helps run Microsoft services such as Bing, SkyDrive, Xbox Live, Windows Server, and Visual Studio.

AMICABLE PERCEPTIONS

Small steps taken by him has played important role in his voyage. One thing that he strictly follows is to end each task with perfection. Mr. Satya Nadella feels astonished when he realises that modern generation is more focused to earn profits than experience. People have started to find alternatives for empiricism that eventually leads to poor knowledge.

WOMEN ACHIEVERS OF THE WORLD 2024

Welcome to the illustrious “Women Achievers of the World” segment, where we unveil the immutable imprint left by these avant-garde spirits upon the very fabric of our collective society. This is an odyssey through the magnificent chronicles of visionary women who redefine the very essence of leadership and resilience within our global mosaic. As true leaders, forged in the crucible of challenges and opportunities, these extraordinary women stand as towering exemplars, steadfastly defying the entrenched norms and societal confines with unwavering resolve and inspiring numerous others along the way. From the hallowed halls of boardrooms to the crucibles of conflict, from the laboratories of innovation to the hallowed chambers of legislation, they epitomise the boundless vistas of female leadership



411.08



152.68



193.94



641.52



817.51



921.50



921.98



333.01





s. Tara Gandhi
Bhattacharjee was born
to the youngest son of
Mohandas Karamchand
Gandhi, Devadas, and

daughter-in-law, Lakshmi Gandhi (daughter of C. Rajagopalachari the first Indian-born Governor-General of India) on 24 April 1934. She was the eldest child of her parents, and her childhood was rife with some significant memories of the time she spent with Mahatma Gandhi. She fondly remembers being a part of his evening prayers in Delhi and even visiting him at the Aga Khan Palace where he was put under house arrest in 1942 for 21 months.

AN UNFORGETTABLE CHILDHOOD

Ms. Bhattacharjee’s childhood was speckled with visits by freedom fighters, and leaders, and watching them laying the foundation of a free country. As a little girl, she witnessed some very important historic events like World War 2 which was the run-up to India’s freedom struggle, the heart-wrenching partition, and eventually Gandhi’s assassination in 1949. Being Gandhi’s granddaughter, she had a completely different perspective of all these moments and naturally, it bore a lasting impression on her young mind. Ms. Bhattacharjee spent some quality time with her grandfather and was highly influenced by his efforts to end social disparities, his way of life, and his ideologies. A few years back, Ms. Bhattacharjee wrote and published a book – ‘Reflections of an Extraordinary Era’. In the book, she has penned down some vivid and inspirational moments, incidents, and conversations from her childhood.

Ms. Bhattacharjee got married to the late Dr. Jyoti Prasad Bhattacharjee, a leading economist. They had two children, a daughter Sukanya Bharatram, married to Mr. Vivek Bharatram witha

TARA GANDHI BHATTACHARJEE

COMMITTED TO NON- VIOLENCE

An author, speaker and renowned humanitarian, Ms. Tara Gandhi Bhattacharjee is known all over the world for promoting peace, solidarity and culture. Belonging to one of the finest lineages in the country, she is the grand-daughter of Mahatma Gandhi and carries a fine legacy of non-violence, peace and harmony with her. She has dedicated her life to Gandhi Smriti and Darshan Samiti by propagating the life-mission and thoughts of Mahatma Gandhi amongst different sections of society

son Akshar Vidur Bharatram; and their son Vinayak Bhattacharjee who is married to Louise Versteegh and they have three daughters — India Ananya, Anoushka Lakshmi, and Andrea Tara.

Ms. Bhattacharjee was always involved in raising awareness for truth, non-violence, and many social causes. As a professional, she held the position of Vice-Chairperson of Gandhi Smriti and Darshan Samiti for around 9 years. Gandhi Smriti is the site of the martyrdom of Mahatma Gandhi for truth and non-violence. She has also been actively involved with the movement to protect rivers and the environment of the Country. One particular movement “Save the Ganga Movement” has received her support for the past 18 years. Her life has been dedicated to advocating the core beliefs of Mahatma Gandhi.

WORKING FOR THE GREATER GOOD

Ms. Bhattacharjee has found her calling in working for needy women and children in rural India. Mahatma Gandhi has started an institution - Kasturba Gandhi National Memorial Trust (KGNMT) in memory of Kasturba Gandhi. Ms. Bhattacharjee has been diligently working with this



Recently, she was awarded one of France's top honours The L'Ordre des Arts et des Lettres (Order of Arts and Letters) for her contribution to promoting peace, solidarity, culture, education, and development. Ms. Bhattacharjee was conferred the honour by the French Ambassador Francois Richier. While accepting the award she said there was a need "to learn the fearlessness of Gandhi."

Just like her grandfather, Bapu, Ms. Bhattacharjee is also a staunch supporter of non-violence. "Non-violence and peace are a celebration of our consciousness to honour life and creation. This celebration of our consciousness should be translated into the objective of a people's movement for cleaning the human mind of violence and protecting the environment from pollution. This celebration is a universal message that goes beyond the social, political and religious divisions." Ms. Bhattacharjee also fiercely promotes Khadi. The hand-spun fabric that was introduced by Mahatma Gandhi, is a symbol of growth and creation. "Being a source of bread and beauty to millions in India, a hand-spinning wheel, the Charkha, is also a meditational therapy. The world again needs to get acquainted with the fabulous texture of the hand-spun fabric and the hand-spinning wheel.

LEADING A NO-FUSS LIFESTYLE

To be an inspirational leader, one has to be grounded and in touch with their inner self all the time. Ms. Bhattacharjee is very clear on how she wants to spend her time and what she wants to give attention to. Her lifestyle is truly inspiring and one can learn a thing or two about mindful living from her. She gives a lot of importance on a good night's sleep. "It helps you to be energetic and positive

"HER UNMATCHED WORK IN THE FIELD OF SOCIAL ADVOCACY HAS BEEN RECOGNISED FAR AND WIDE"

Trust for the last 28 years and is currently serving as the Vice-President of the Trust. KGNMT is one of the oldest pre-independence, non-governmental institutions addressing the issues of women in rural India. Her selfless devotion to social issues also earned her the post of the Chairperson of the National Gandhi Museum, New Delhi.

Her unmatched work in the field of social advocacy has been recognised far and wide.

in the morning," she says. As soon as she wakes up, she avoids any gadgets or even the newspaper. She shares that it is best to avoid any negative or chaotic thoughts to enter your mind first thing in the morning. Instead, she starts her day with some positive affirmations and setting the tone for the day. She also likes to call an old friend in the morning to get some positive vibes through a good conversation.



s. Harris was born on 20th October 1964 in Oakland, California, to immigrant parents—a Jamaican father

Donald Harris, and a Tamilian mother Shyamala Gopalan.

Ms. Harris’ grew up in a multicultural environment. Following her parents’ separation in the early 1970s, she and her sister Maya were raised by their mother. She instilled in them a deep appreciation for their Indian roots and African American culture and moulded them into confident, proud black women.

Ms. Harris’ educational foundation began at Howard University, a renowned historically Black institution known for its vibrant culture. Following her graduation with a dual degree in Political Science and Economics at Howard, she pursued a law degree at the University of California, Hastings. Later, she embarked on her legal career in the Alameda County District Attorney’s Office, where she honed her legal skills and demonstrated a fierce dedication to serving her community.

Over the years, Ms. Harris has leveraged her knowledge and wisdom to establish herself as a leading voice for progressive change. With a bold vision for the nation, she has carved a unique path for women in leadership. Her commitment to her convictions speaks volumes of her dedication to bringing about positive change in society.

MANY FIRSTS TO HER CREDIT

Popularly known as the “female Obama”, Ms. Harris has achieved numerous historic milestones. She started her journey as a County District Attorney, followed by a tenure as San Francisco’s District Attorney, thus becoming the first woman and person of African-American descent to hold the position. In 2010, she clinched another milestone

KAMALA HARRIS

DEFYING ODDS

Ms. Kamala Devi Harris, the 49th Vice President of the USA, has not only shattered glass ceilings but also ushered in a new chapter of inclusivity. Her tenure marks a milestone in the USA’s history as she is the first woman, first Black, and first Indian-American to serve in this prestigious position. With her unique leadership style, Ms. Harris brings fresh perspectives and meaningful change for shaping the future of US politics besides inspiring generations to come

by becoming California’s first female attorney general, which paved the way for her historic election as California’s junior US senator in 2017. Furthermore, as the first woman, African-American, Indian-American, and Asian-American to hold the position, she continues to redefine norms and inspire generations with her trailblazing spirit. In 2021, she once again etched her name in history by becoming the first female, first Black, and first Asian-American US Vice President. In her role as the USA’s Vice President, she has brought her trademark tenacity and vision to the forefront of the national stage. For decades, she has worked tirelessly to bridge divides, expand opportunities, and protect fundamental freedoms for all Americans.

HER INSPIRATION

Ms. Harris reveres her late mother as her guiding light. She draws strength and guidance from her and deeply admires and credits her as her source of inspiration. Her mother, who was a prominent cancer researcher and civil rights activist, always advised her to not just sit around and complain about things but to do something. The humble leader reflects on how these words have shaped her



familial influences shaped her leadership style and commitment to effecting positive societal change.

ADVOCATING FOR HUMAN RIGHTS

Ms. Harris, as a stalwart of women's empowerment and gender equality, made headlines during her visit to Ghana in March 2023 by announcing a funding of over \$1 billion for fortifying women's economic autonomy. Besides offering financial backing to women, she also emphasises the importance of gender equality as a cornerstone of a successful democracy. The Vice President fervently believes that elevating the economic status of women isn't just a moral imperative but a strategic necessity for reducing poverty and driving sustainable growth. She has always been ahead of her time by leading the charge on several fronts such as safeguarding women's reproductive rights, fighting gun violence or securing clean water and air for all Americans.

Additionally, to help families ease childcare expenses, she announced major initiatives to assist more than 100,000 working families across the USA in February 2024. Under the new regulations established by the Biden-Harris Administration, aimed primarily at those enrolled in the Child Care and Development Block Grant program (CCDBG), families will not be obligated to allocate more than 7% of their income toward this cost.

A standout achievement during her tenure as Attorney General was the establishment of Open Justice, a first-of-its-kind online platform that facilitates transparency in the criminal justice system. This innovative database sheds light on critical data concerning police custody, such as fatalities and injuries besides enhancing police accountability.

"SHE DRAWS STRENGTH FROM HER MOTHER & DEEPLY

ADMIRE HER AS HER SOURCE OF INSPIRATION"

approach to life. During her momentous triumph, she delivered a heartfelt speech, reflecting on the invaluable lessons of wisdom passed down by her mother that had profoundly influenced her journey to political success. Additionally, she finds inspiration in her grandfather, a prominent figure in the fight for Indian independence, and her grandmother, who was a grassroots activist empowering underprivileged women with knowledge of contraception. These

GARNERING ACCOLADES

Several significant publications have recognised Ms. Harris' impact and influence. From securing a spot on Forbes' list of the World's 100 Most Powerful Women to being honoured in Time Magazine's compilation of the 100 Most Influential People in the World, her achievements have solidified her position as a trailblazer in modern politics.



r. Christina Rahm is a true polymath, with a diverse educational background from Harvard University. She has a comprehensive understanding of areas as diverse as nanotechnology, pharmaceutical management, nutrition, education, and philosophy. She has fortified her intellectual pursuits with a Master of Science degree, while attaining a doctorate in Strategic Sciences from Charter University in December 2014.

DR. CHRISTINA RAHM

THE RENAISSANCE WOMAN

Dr. Christina Rahm is the Founder of US-based DRC Ventures—a forward-thinking venture capital firm dedicated to supporting entrepreneurs driving transformative change. A prominent figure in the areas of science, entrepreneurship, and humanitarianism, she is known for her outstanding contributions to society. Also, as the Founder of Rahm Foundation, she is committed to empowering women globally

MASTERING MULTIPLE DOMAINS

Dr. Rahm established DRC Ventures to cultivate a collaborative environment that transcends geographical and cultural boundaries. Through philanthropic foundations, beauty and fashion brands, influential platforms, and reputable organisations, DRC Ventures facilitates widespread access to medical, supplementary, and environmental services.

Under her astute leadership, DRC Ventures has emerged as a formidable powerhouse. Through strategic investments in pioneering start-ups that challenge conventions, she leads the company to actively nourish the advancement of groundbreaking technologies, services, and paradigms in the business sphere. DRC Ventures actively shares its invaluable insights and experiences through compelling content, industry conferences, and impactful speaking engagements.

Furthermore, she champions diversity and inclusion in entrepreneurship, acknowledging its potential to spur innovation and propel success. Under her guidance, DRC Ventures actively promotes underrepresented entrepreneurs, providing opportunities for women, minorities, and marginalised individuals, thus cultivating an inclusive culture that breaks down entry barriers

within the start-up landscape.

THE UPHILL JOURNEY

Despite grappling with formidable health obstacles, including Lyme disease and multiple instances of cancer, Dr. Rahm has displayed a remarkable embodiment of fortitude and determination. Her indomitable spirit has not only allowed her to surmount these challenges, but also glean profound insights along the way. Furthermore, through extensive global travels and interactions with individuals from over 80 countries, she has amassed a vast reservoir of academic, professional, spiritual, emotional, and intuitive wisdom, instrumental in navigating the intricate stages of her health journey.

CREATING A POSITIVE IMPACT

Dr. Rahm's dedication to philanthropic endeavours is deeply rooted in her upbringing, shaped by the values of generosity, compassion, and selflessness imparted by her grandparents and parents. They taught her that a life of privilege and abundance comes with a corresponding responsibility to give back to others. She believes that philanthropy is not merely an act of benevolence, but a moral



Association in the USA, she has demonstrated her passion for promoting tolerance and respect for women by advocating for access to education, freedom, and protection for women. She actively supports other foundations in Africa and South Africa. Through her contributions to organisations such as Korah Kids, Rudolph College, Grace Bible University, and The Treasured Foundation, she has helped to improve the lives of women and children in multiple countries, including Ghana, Kenya, Liberia, Nigeria, and Korah, Ethiopia.

RACKING UP ACCOLADES

Dr. Rahm has received numerous accolades and awards for her contributions to the fields of product innovation, healthcare, and entrepreneurship. She was honoured with the “Network-Karriere for Product Innovation Award in 2018,” and her products were recognised as the best in the MLM industry by the “European Award for Best Products” that same year. In 2014, she was recognised as a Healthcare Hero Judge and awarded the “Nashville Healthcare Hero Award.” She has also been a finalist for the “NEXT Awards” and was named the “Enterprising Women of the Year Winner in 2012.” In addition, she has been recognised as a “Top Entrepreneur by Business Leader and was named the #1 Specialty Pharmaceutical Representative in the Nation in 1998.” She has played a key role in healthcare innovation, having been involved in ventures such as DC2 Holdings, NOC2 Healthcare, and Clinical Care Continuum (C3), which seeks to revolutionise medical research and care.

Dr. Rahm is also a prolific author with numerous published books. Her notable works include *Cure The Causes* and her latest publication, *Cure the*

“DR. RAHM HAS RECEIVED NUMEROUS ACCOLADES AND AWARDS FOR HER CONTRIBUTIONS IN SCIENCE”

imperative that lies at the core of our shared humanity.

Her involvement in the Rahm Foundation has allowed her to champion various causes, including the promotion of women’s rights and social, cultural, and academic empowerment programs. She is associated with the UN Women for Peace Association as a dedicated supporter. Additionally, as an ambassador to the European Women’s

Causes Cookbook, both of which cover topics such as nutrition and the environment. Furthermore, her oratory skills have made her a highly sought-after speaker, captivating audiences with her inspirational and motivational speeches. Her profound wisdom, infused with practicality and universal understanding, make her a relatable and approachable figure who resonates with individuals from all walks of life.



s. Oprah is the fourth wealthiest billionaire globally. She is also counted amongst the world's most

accomplished women entrepreneurs. As one of television's most influential figures, she is known for her intuitive and empathetic interviewing style. Nonetheless, her path to success was marked by numerous obstacles.

Born in 1954 to a single teenage mother in Kosciusko—a small farming village near Jackson, Mississippi (the USA), little Oprah's early years were fraught with hardships. She was raised in abject poverty and was also abused by her male relatives during her youth. Despite this, she never allowed herself to be limited by those bitter circumstances of her life. Rather, she drew from her resilience and doggedness to create an extraordinary path for herself. Until the age of 6, Ms. Oprah was raised by her grandmother, after which she lived with her mother in Milwaukee for a brief period. At the age of 8, due to financial hardships, her mother sent her to Nashville to live with her father, Vernon, a veteran, community leader, and barber. Despite not being her biological father, Vernon became a guiding light in Oprah's life. He instilled the values of discipline, ethics, and humility in her to mould her into a good human being. However, her time with him was short-lived, as her mother called her back to Milwaukee at age 9. Nevertheless, at the age of 14, due to her mother's exhaustion with her tantrums and rebellious behaviour, Ms. Oprah was once again entrusted to Vernon's care. Ms. Oprah considers Vernon's constant support and affection as the pillars of strength in her life. She credits his mentorship for steering her tumultuous life towards the right direction and imparting invaluable life lessons—from self-protection against exploitation to finding life's purpose with clarity.

OPRAH WINFREY

THE UNRIVALLED STORYTELLER

Ms. Oprah Winfrey's success saga is an inspiring example of what can be achieved through hard work and determination. As a celebrated American television host, actor, author, philanthropist and producer, Ms. Oprah has shattered the glass ceiling with an iron will to achieve the fame she enjoys today. Known as the "Queen of All Media" and the Empress of Empathy, she has moulded an unmatched connection with people globally

RISING FROM THE LOWS

At just 17, Ms. Oprah earned a full scholarship to Tennessee State University, which opened the door for her incredible journey. Her accolades as Miss Black Nashville and Miss Tennessee caught the eye of a Nashville radio station WVOL, where she embarked on her broadcasting career. However, her real breakthrough came in 1976 when she became a TV reporter in Baltimore, where she hit the streets for interviewing locals in various neighbourhoods. She utilised the opportunity to the fullest to boost her popularity. However, soon she was demoted to "weekend features reporter." Instead of losing heart, Ms. Oprah embraced the challenge, and ultimately found her calling as the host of the revolutionary morning show, "People Are Talking."

Ms. Oprah also hosted WJZ's People Are Talking for eight years before starting her morning show, A.M. Chicago. Soon, A.M. Chicago swiftly climbed from the bottom to the top of the ratings and even surpassed The Phil Donahue Show by over 100,000 viewers. In 1984, she seized the golden opportunity to host her show, "The Oprah Winfrey Show," which became one of the most successful talk shows in history.



network, OWN: The Oprah Winfrey Network. The unrivalled storyteller has reached millions of people around the world through these outlets.

During the same period, Ms. Oprah became a motivational guru and leveraged her platform to inspire millions with her “Change Your Life” shows. Her personal story of overcoming a traumatic childhood and becoming the world’s first Black billionaire through hard work is commendable.

ACHIEVEMENTS GALORE

Throughout her illustrious career, Ms. Oprah has received numerous accolades, including 18 Daytime Emmy Awards, two Primetime Emmy Awards, a Tony Award, a Peabody Award, and the Jean Hersholt Humanitarian Award. In 2013, she was awarded the Medal of Freedom, the USA’s highest civilian honour, by the then-US President Mr. Barack Obama.

Ms. Oprah has also established a significant presence in cinema. She has earned Academy Award nominations for her role in *The Color Purple* and received critical acclaim for her performance in Lee Daniels’ *The Butler*. Her production credits include the Academy Award-winning film *Selma*, where she also delivered a noteworthy performance.

GIVING BACK TO SOCIETY

Ms. Oprah’s profound dedication to social causes sets her apart from her peers. Driven by the desire to give back, she established the Oprah Winfrey Foundation to tackle critical issues like education, the environment, health, and social well-being, transforming lives globally. Her crowning achievement, the Oprah Winfrey Leadership Academy for Girls in South Africa, shows her

“IN 2013, OPRAH WAS AWARDED THE MEDAL OF FREEDOM, THE USA’S HIGHEST CIVILIAN HONOUR”

BUILDING A MULTIBILLION EMPIRE

From modest beginnings as a TV reporter, this media mogul leveraged her talk show platform to build an extensive media empire. In the late 1990s, she expanded her empire with Harpo Productions to promote her films, TV shows, and books. She also launched “O, The Oprah Magazine,” one of the world’s most successful publications, as well as her radio show “Oprah Radio”, along with her television

unwavering commitment to women’s empowerment and education. Through this initiative, she has transformed the destiny of countless young women.

Her generosity blossomed during the COVID-19 crisis when she donated \$10 million to support the hardest-hit communities in Chicago, Nashville, Milwaukee, and Mississippi. This, combined with her \$400 million donations to promote higher education, reflects her passion for philanthropy.

MOST

INFLUENTIAL

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LEADERS OF THE WORLD 2024

We are taking you through the compelling narratives of the world's foremost young visionaries, charting the course of our ever-evolving global landscape. In an era defined by rapid flux, these visionary trailblazers not only embrace change but also radiate a boundless reservoir of inventive ingenuity. They possess an unmatched ability to galvanize their teams, fearlessly challenge entrenched paradigms, and drive relentless progress. Singularity focused on the realisation of their aspirations, they confront obstacles with unwavering resolve and set audacious benchmarks that redefine possibility

EDUARDO SAVERIN

CONQUISTADOR OF THE TIEMPOS MODERNOS

"Do you think it's alright if I win?" This was the innocent question 13-year-old Eduardo Saverin asked his mother before checkmating a chess grandmaster in a match held in Orlando, Florida in the year 1995



Savvy, adaptable, and inherently strategic, Eduardo is considered the force that really made Facebook get off the ground, as he established Facebook's first income-generating partnerships with Apple, Paramount Pictures, and others.

THE BILLION DOLLAR STORY

Eduardo formed a friendship with Mark Zuckerberg at Harvard University and as both of them realized that a dedicated social networking website for Harvard students was lacking, together they created and launched TheFacebook.com in February 2004 with Eduardo taking care of the servers. Within three months, by April 2004, based on Facebook's exponential success, Mark Zuckerberg, Eduardo Saverin and the third co-founder – Dustin Muskovitz, established a full-fledged limited liability company under Florida law, by the name The Facebook. Just two months later, by June 2004, Harvard had accepted that thefacebook.com had achieved unprecedented popularity.

THE MAGNIFICENCE CONTINUES

Being one of the richest in the world, the humble Eduardo credits his grandparents for being his inspiration in life. He is proud of the fact that, "All of us, always, ended up doing something." With the legacy of being a Co-founder of Facebook, Eduardo further launched an impressive business of assisting startups through angel investing, his business base being in Southeast Asia.

BORN TO BE BIG

Born in 1982 in Sao Paulo, Brazil to a wealthy Jewish Brazilian family, he went to Harvard University in 2006 and graduated in Economics (Honors). His father Roberto Saverin has several businesses in clothing, shipping and real estate, and his mother, Paula, works as a psychologist.

The above-mentioned stunning genius, today, is best known as the Co-founder of Facebook. He is also one of the richest persons, an Internet entrepreneur, an economist and an angel investor.

Ms. Williams was born on June 17th, 1980, in Lynwood, California. The tennis prodigy was counselled by her father, Richard, who saw her potential early on and introduced her to the game when she was just a toddler. By 14, she was already a pro, turning heads on the court. In 1997, she made history as the first person to ever reach a Grand Slam final (the US Open) without being seeded in the top players. Though she fell short of Martina Hingis, her tenacity and powerful on-court presence foreshadowed the dominance she would soon establish.

A SAVVY ENTREPRENEUR

Serena Williams is a superstar, both on the court and off. Since she started playing professionally way back in 1994, she has raked in over \$42 million just from winning tournaments. She is also a business whiz who has further leveraged her success through strategic endorsements and entrepreneurial ventures, which in turn significantly bolstered her net worth.

Today, Ms. Williams is known for her seasoned entrepreneurial pursuits. She embarked on her journey as an entrepreneur in 2007 by launching her activewear brand, ELEven. Later, she co-founded Happy Viking, a plant-based superfood nutrition company to fortify her presence in the wellness industry. She is also the founder of V Starr, which offers residential and commercial design services. According to her, the world of sports is a lot like running a business. She believes that having a solid game plan and setting goals is essential to

success in both business and sport.

RACKING UP ACCOLADES

With an illustrious career boasting 7 Grand Slam titles, including 5 Wimbledon crowns, 2 US Open victories, and 4 Olympic gold medals, Ms. Williams is not just a tennis icon but the personification

of excellence. Her dedication to ensuring fairness in sports was honoured with the prestigious US Open Billie Jean King Champion of Equality Award in 2023. She is also the recipient of ESPN's "WTA Player of the Year" award as well as the "Power of Women" award by Variety and Glamour Magazine's "Woman of the Year."



VENUS WILLIAMS

AGGRESSIVE WILL TO WIN

Ms. Venus Ebony Starr Williams, a legendary American tennis player, is a force to be reckoned with. From her early days as a tennis prodigy to her current stature as a multi-venture entrepreneur, she has always set the bar high with each smash on the court and every venture she pursues. A vocal advocate for equality, her impact extends far beyond the realm of athletic victories. With her resilience, perseverance, and grit, she has shown the world that with grit and grace, anything is achievable.

ANANYA BIRLA

A TALE OF MIND, MELODY, AND MIGHT

The multifaceted personality, Ananya Birla is not only a successful entrepreneur, singer and songwriter, but also a quite popular youth icon. Besides successfully launching her first start-up Svatantra Microfin, she has been making great strides in the international music industry



‘I Don’t Want to Love’ is her much acclaimed song which first brought her to the music scene. She was signed as an artiste by the Universal Music Group (India). Her debut single ‘Livin the Life’ was launched worldwide in November 2016. ‘Meant to Be’ is the second international single to be released in July 2017 and has been certified ‘PLATINUM’ as per the standards followed by the Indian music industry, which makes her the first Indian artist to go Platinum.

EMBRACING LEARNING FROM ALL DIRECTIONS

Ananya studied at the Oxford University, UK, where she pursued degrees in Economics and Management. As a student, she developed keen interest in music and started singing and playing the guitar; while still managing her microfinance venture Svatantra over Skype calls with a capable team back home in India. During her stay in London, Ananya also worked as a counsellor for a student welfare charity. Mpower works to stamp out the stigma towards people with mental illness in India. It also sensitises people towards mental illnesses like anxiety and depression that are so common in our society today and can be controlled with family’s cooperation. Under her able leadership, The Mpower centre provides holistic mental health care solutions to children, young people, and adolescents, and their families. The foundation helps people with psychological difficulties lead meaningful lives without social exclusion.

A part from being a karmayogi, who is living the dream, Ananya is driven by the vision to bring about a positive change.

PLAYING PLEASANT NOTES

Ananya always chose to do things

differently. She learnt to play santoor when she was just 11 years old. As she grew, so did her interest in music. She taught herself to play the guitar with the help of video tutorials on the web. This was the beginning of a passion that continues to grow even today. She is an acclaimed singer who writes her own songs.

Before assuming the position of President and CEO of Africa Finance Corporation (AFC) in 2018, Mr. Samaila Zubairu served as the CEO at Africapital Management Limited, where he established a joint venture with Old Mutual's African Infrastructure Investment Managers (AIIM) to develop the Nigerian Infrastructure Investment Fund1 (NIIF1) for infrastructure private equity across West Africa. Thanks to the exceptional business insight he brought to the table, Mr. Zubairu was appointed as the Corporation's third President and CEO after a rigorous selection process. Under his guidance, AFC's profit rose by 36% at the end of 2022, passing the quarter-billion mark for the first time since its inception. Mr. Zubairu is an Eisenhower Fellow and on the Board of Trustees, as well as a Fellow of the Institute of Chartered Accountants, Nigeria.

A VISIONARY STRATEGIC LEADER

As an exemplary strategic leader, Mr. Zubairu played a key role in developing and implementing AFC's five-year (2018-2023) corporate strategy. A key objective was to scale up AFC's development impact across Africa through investments in transformational infrastructure projects, thereby increasing the size and geographical distribution of their balance sheet. At the end of 2022, Mr. Zubairu saw to it that AFC recorded an outstanding performance in its latest financial year, with total assets growing 23% to US\$10.5 billion and the Corporation realising its five-year

growth target a year early.

CONTRIBUTING TO THE COMMUNITY

During the COVID-19 pandemic, Mr. Zubairu led CSR initiatives at AFC such as the donation of over NGN500 million to the Central Bank of Nigeria (CBN) Private Sector Coalition,

aimed at improving emergency interventions across hospitals in the country. In 2022, AFC launched a US\$2 billion facility to support economic recovery and resilience in Africa, helping to drive a new phase of growth that is focused on maximising resource value capture and domestic job creation.



SAMAILA ZUBAIRU

DRIVING ECONOMIC DEVELOPMENT

Under the exemplary leadership of its CEO, Mr. Samaila Zubairu, Africa Finance Corporation is playing a pivotal role in developing, de-risking and financing infrastructure, natural resources, industrial assets, and opportunities to enhance the productivity and economic growth of African states



WORLD'S
GREAT
BI



TEST BRANDS 2024

In this section, we are unveiling the elite echelons of global commerce. Within these pages, you will discover the pinnacle of excellence meticulously curated from the continents of Asia, the Americas, and Africa. Brands, the epitome of ingenuity and market prowess, transcend mere labels to embody the very essence of consumer aspiration. In a world brimming with choices, only a select few ascend to the zenith of consumer admiration, continually redefining industry standards and capturing the imagination of millions. From the bustling streets of Asia to the sprawling landscapes of the Americas, they stand as beacons of innovation, resilience, and unwavering commitment to exceeding expectations



APPLE INC.

THE UNDISPUTED INDUSTRY TITAN

Apple Inc., headquartered in Cupertino, CA, is a global tech powerhouse founded in 1976 by visionaries Steve Jobs and Steve Wozniak. This multinational corporation, has carved a niche for itself through its user-centric design and a suite of seamlessly integrated software applications and a lineup of gadgets

Apple is one of the largest mobile phone manufacturers in the world. It is also the fourth largest PC vendor globally. Additionally, it is ranked second among the most valuable companies worldwide. Throughout nearly 50 years of operation, this brand has always stayed ahead in Silicon Valley by creating iconic products which outperform those made by its rivals.

DIVERSIFYING OFFERINGS

In 2018, Apple ventured

into entertainment and film production. Presently, the tech giant is contemplating a billion-plus dollar investment into movie theatres and sports streaming, to boost subscriber growth for its Apple TV+ streaming platform. This bold move will further reinforce the company's commitment to solidifying its position as an influential player in the entertainment industry.

The company is also foraying into the healthcare domain with its recently launched mixed-reality device, Vision Pro, which has the potential to revolutionise surgical planning, medical education, and more.

CUSTOMER-FIRST MINDSET

Apple's customer satisfaction and loyalty have grown steadily over the years. The technology company has unwaveringly applied its creativity and passion to tackle new challenges while maintaining a close connection with its customer base. The company's meticulous approach to design ensures that even the unboxing of an Apple product is an experience to remember. This emphasis on providing a holistic experience sets Apple apart in a fiercely competitive market.

GIVING BACK TO SOCIETY

Apple is committed to environmental sustainability, equality, and employee rights. During the COVID-19 pandemic, it collaborated with Google to develop COVID-19 contact tracing technology. This partnership exemplifies its commitment to leveraging innovation to address challenges.

CISCO INDIA

CONNECTING THE WORLD DIGITALLY

Launched in India in 1995, Cisco is riding on the success wave of its innovative and technologically advanced products in the fields ranging from Home Networking to IP Telephony to Network Security, and has emerged as the global leader in the field of networking

Starting as the primary innovators of the idea to use LAN for connecting computers spread across the world using a multiprotocol router system, Cisco now stands as the largest networking company.

LEADING BY INNOVATION

The unending trail of modernization continues not only with the development of top-of-the-line products in the basic fields of routing and switching, but also in technological advancement of Home and

Storage Networking, IP Telephony, Optical and Network Security and Wireless LAN.

Since its establishment in India, Cisco has progressively improved upon its presence in India and has grown steadily, setting up 7 offices with the current workforce aggregating in excess of 10,000 engaged in sales, R&D and support staff.

A GLOBAL PROBLEM SOLVER

Since the very beginning and development of computer networking systems, malware in encrypted traffic has remained the biggest challenge for the network

security. Cisco, being the pioneers in the field of digital networking, took it upon themselves and successfully resolved the riddle without affecting the privacy of individual data.

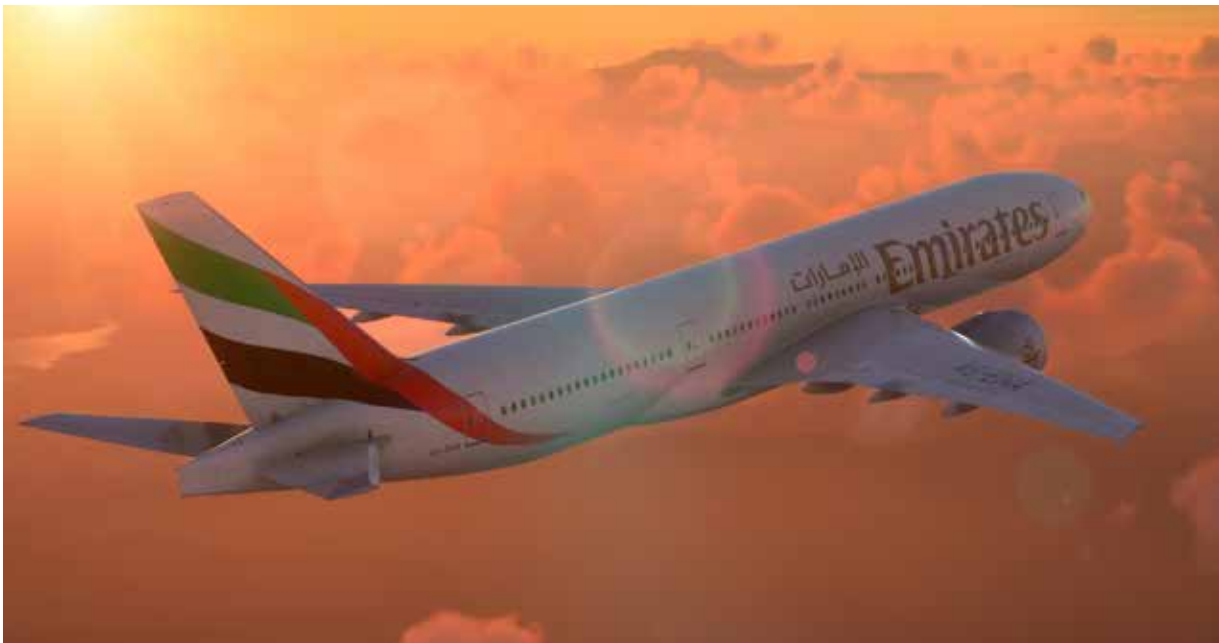
A RESPONSIBLE CORPORATE PARTNER

Cisco has been using a certified Environmental Management System through continuous improvement in their products and conservation of natural resources, thereby working to preserve biological cycles of the earth. Cisco has also been participating in multiple economic development programs for the underprivileged across the globe.

AWARDS & ACCOLADES

The unflinching focus and tireless efforts have resulted in multiple awards and accolades for Cisco. Cisco ASR 901 router architected by the engineering team in India was awarded the NASSCOM Innovation Award.





EMIRATES AIRLINE

DEDICATED TO ACHIEVING THE HIGHEST STANDARDS

Emirates Airline, headquartered in Dubai, United Arab Emirates, has become a global icon of excellence in the aviation industry. Established in 1985, this airline has not only redefined air travel but has also set industry benchmarks in terms of innovation, luxury, and customer satisfaction

One of the standout features of Emirates Airline is its cutting-edge in-flight entertainment system, ICE (Information, Communication, Entertainment). Passengers can enjoy a vast selection of movies, TV shows, music, and games, making even the longest flights seem short and enjoyable.

GLOBAL REACH

Emirates Airline has strategically positioned itself to connect the world. It operates a vast network of routes, spanning over 155 destinations across six continents.

This extensive reach allows passengers to travel virtually anywhere with ease, making Emirates Airline a top choice for both business and leisure travellers. Dubai International Airport serves as its primary hub and is also one of the busiest airports globally, providing seamless connections for passengers travelling to and from various parts of the world.

ROLE AS A GLOBAL CONNECTOR

Emirates Airline plays a pivotal role in connecting people, cultures, and economies. Its extensive network facilitates

international trade, tourism, and business interactions. The airline has been a catalyst for Dubai's transformation into a global hub for trade, tourism, and commerce. Emirates SkyCargo, the airline's cargo division, also contributes significantly to global logistics.

CSR AND ACCOMPLISHMENTS

Emirates Airline also takes its CSR seriously. It supports various charitable initiatives, including initiatives for children's health and education. The Emirates Airline Foundation, established in 2003, has made significant contributions to improving the lives of underprivileged children around the world. The airline has received numerous accolades over the years. The recognitions include the prestigious Skytrax World Airline Awards, the "Business Traveller Middle East Awards," the Global Traveler Tested Reader Survey Awards for its excellence in categories "Best First-Class Seat Design" & more.

ACER

TECHNOLOGY FOR FUTURE

One of the leading ICT companies across the globe, Acer has been the forerunner of introducing intelligent, new-age technology, and serving the consumer needs with a futuristic strategy. The brand believes in building long-term relationships with its clients than just one-time serve scope

Acer, one of the world's top ICT companies, is a future-focussed brand, which enables a world where hardware, software, and services infuse with one another to open up new possibilities for consumers and businesses alike. Dedicated to research, design, marketing, sales, and support of innovative products Acer worldwide has approximately 95,000 retail locations spread across 160+ countries. Its product offerings include PCs, laptops, gaming devices and accessories, displays, projectors, servers, tablets, and

wearables. It has also established itself as the #1 Gaming PC Brand in India, pushing the envelope with Helios, Triton, and Nitro series.

CREATING HISTORY

Incepted in 1976, Acer has always been a technology brand that has been ahead of the curve and has moved beyond just being a computing-only brand and they strive to become the world's most admired leading technology brand in the new digital era. Working on the brand philosophy of 'Breaking barriers between people and technology', Acer's strategy is creating

'progressive design' by bringing to life bleeding-edge engineering and design powered by R&D that resonates with changing consumer behaviors. Focused on efficiency and digitalisation in its business by adapting to the changing requirements of COVID-19 and marketing strategies in the new normal, Acer reworked its strategies and products to fit in the modern needs.

RESPONSIBLE BRAND VALUES

As a leading global PC brand, accordingly, this is what Acer's integrated CSR strategy is commendable. Since 2006, Acer has comprehensively and thoroughly reviewed its actions for sustainable development. By means of integrating and embedding CSR into its business operation and participating proactively in the global CSR initiatives, Acer has demonstrated its commitments and determination for CSR.





FIRMENICH AROMATICS

CREATING FRAGRANCES & FLAVOURS THAT REFRESH & REJUVENATE

The exclusive & remarkable fragrances and flavours by Firmenich Aromatics are loved by people across the globe. The company takes pride in creating unique fragrances that are used across sectors like home care, body care & oral care. Its flavours are relished in an array of popular cereals and beverages globally

Established in 1895, Firmenich Aromatics has decades of experience in experimenting with the science of creating aromas.

Firmenich's array of flavours and fragrances are found in multiple everyday items. Through its breakfast cereals, essential shampoos and shower gels, the Group touches the lives of over 4 billion consumers each day. Besides the focus on wellness, the organisation's technological prowess has enabled it to remove 150,000 tons of sugar from foods and beverages, eliminating over 1

trillion unnecessary calories.

STRENGTH IN INNOVATION

Since its establishment, Firmenich Aromatics has proved its superiority in the area of innovation. With creativity as the core idea behind introducing new products, the organisation combines in-depth research with quality material to create unique offerings. This gives the organisation an edge over its contemporaries and has cemented its position as number one in the market of aromas. Thanks to the group's superior marketing strategy of introducing personal

mementos and cultural icons, it is able to maintain its image as a trend-setter in the sector. The firm's ability to help evoke emotions in its customers through its fragrances is commendable. Firmenich Aromatics has also redefined the future of fine fragrances with some of the world's best perfumers to bring forth the finest scents.

RESPONSIBLE SOURCING POLICY

Taking cognizance of the environment while introducing new products, the policy states that the highest standards of product safety and quality are met. Respecting confidential information and ensuring business continuity are also part of the policy. The organisation works closely with the suppliers to apply Ethical Biotrade and RSPO principles.

DEAKIN UNIVERSITY

HIGHEST STANDARDS OF INNOVATION IN EDUCATION

Set up in 1974, Deakin is positioned among the world's top 50 Universities, which have been established in the last 50 years or earlier. With a spot among the top 1% universities in the world (as ranked by the Academic Ranking of World Universities), it is considered one of the best institutions in Australia

Deakin University uses digital technology efficiently to ensure a glitch-free and immersive experience in classroom as well as the distance education. Deakin University recognises the potential of technology in the coming times & takes a futuristic approach that focuses on an increasing use of data-enriched capabilities.

CREATING A POSITIVE IMPACT

A farsighted approach is what fuels the vision of Deakin moving towards greater success.

Meticulous planning and strategy have been put in place to prepare the youth of the country to be future-ready. The past two decades have been instrumental in benefiting over 13,000 Indian students and providing them with the means to learn the right skills and get jobs that enable them to become a valuable part of the global community. The research & innovation funded by the university address community-related issues such as health, use of smart technology, establishing a sustainable environment, and propelling cultural identities.

The University offers trans-disciplinary & multi-disciplinary

courses that address the five important themes. All the endeavors supported by the university lay emphasis on advancing society, culture, and economy, building safe & secure communities, improving overall health and well-being, & building a sustainable world.

INTERNATIONALLY RECOGNISED RESEARCH

Universally acknowledged for its breakthrough researches on global social, economic, and scientific issues, Deakin University has earned name for its top-notch research quality and standards. An astounding 89% of its researches have been rated as brilliant by the Excellence in Research for Australia. With an adroit workforce and, an international network with a great outreach, Deakin University wishes to achieve the three I's: Institution, Industry and Impact. It aims to widen the scope of research and innovate in various areas.





FARM TO PLATE

REDEFINING THE FOOD SECTOR

64

Farm to Plate, a blockchain-driven SaaS solution, has revolutionised the food sector. This US-based digital platform is the brainchild of Paramount Software, a leading Atlanta tech company. It has been empowered stakeholders to efficiently manage the food supply chain and ensure transparency

Farm to Plate is the first food supply chain solution that seamlessly integrates all stakeholders — from farmers to consumers — under the umbrella of a unified platform. It has become an icon of innovation and progress in the ever-evolving landscape of the food and beverage industry. The supply chain management solution is transforming how the food and beverage industry operates. It establishes a direct link between consumers and farmers, instilling trust in food quality through transparent practices.

AT THE FOREFRONT OF INNOVATION

Farm to Plate leverages authorised blockchain technology, AI-driven tools, and IoT automation to deliver instantaneous and unalterable data. This data is made accessible to stakeholders under controlled conditions. Developed on an open, industry-standard framework, the platform seamlessly integrates with existing systems. A standout feature of the platform lies in its modularity, a quality that facilitates the expansion of its capabilities indefinitely, allowing for the seamless incorporation of

enhanced functionalities in future versions.

BUILDING BRAND REPUTATION

Farm to Plate emerges as a groundbreaking platform tailored for food brands aiming to establish a robust rapport with the contemporary, eco-conscious consumer base. By prioritising transparency and facilitating direct communication with suppliers, it enables brands to build the compelling image of a forward-thinking, socially responsible enterprise.

The platform serves suppliers, producers, manufacturers, distributors, and retailers by providing seamless end-to-end tracking, reducing costs, and promoting environmental responsibility. It streamlines operations with innovative features like micro-tipping, modular design, and a single window for all stakeholders. Its two-factor authentication ensures secure access and transfers.

THE ROOT BRANDS

IN HARMONY WITH NATURE

The ROOT Brands is a Nashville-based company that focuses on nutraceuticals and lifestyle products. Their goal is to improve health and wellness worldwide by utilising natural elements to unlock the full potential of the human body, mind, and spirit

Established with a philanthropic mission and a dedicated team of talented individuals, The ROOT Brands aims to cater to the needs of humanity. Dr. Christina Rahm, the scientific developer at The ROOT Brands, aims to enable people to improve their health by incorporating detoxification and nutrient supplements into their daily routine. Under her forward-thinking guidance, The ROOT Brands has positioned itself as a frontrunner in offering uncomplicated yet impactful health remedies. Their goal

of addressing the underlying causes of health issues has been a driving force behind their ongoing success and significant growth. In collaboration with DRC Ventures, ROOT Brands is expanding into Asia, the Middle East, and South America, as well as into countries like Japan, Colombia, Indonesia, Mexico, and Turkey. The company is already present in 67 countries and is excited to reach new customers with its health products.

BEAUTY NURTURED BY NATURE

The ROOT Brands offers a

variety of products in categories such as wellness, beauty, fitness, animal health, coffee, and books. They aim to empower individuals and communities by providing access to natural, nutrient-rich products for the body and mind. The company carefully selects ingredients with precision and thoroughly tests each ingredient before and after the production process to ensure that the body is ingesting pure, toxin-free substances. Produced in the USA, they collaborate with suppliers that provide top-notch ingredients to ensure the community has access to the finest natural products. Their products are free from gluten, non-GMO, organic, vegan, and cruelty-free. Natural ingredients that offer significant health benefits are utilised, including Alfalfa Leaf, Aloe Vera or Aloe Vera Powder, Anhydrous Caffeine, Apple Cider Vinegar, Apple Fiber, Bacillus Coagulans, Banana, and Barley Grass.



DRC VENTURES

LEGACY OF TRANSFORMATIVE SOLUTIONS

DRC Ventures, under the visionary leadership of Dr. Christina Rahm, is a transformative platform hosting 12 brands dedicated to global betterment. Evolving into a premier venture capital firm, DRC Ventures invests in startups and fosters groundbreaking business models, showcasing each brand's unique contribution to environmental sustainability, health, wellness, lifestyle, art, and philanthropy

Dr. Christina Rahm, a global leader with an extraordinary mind and a passion for transforming lives, is rooted in Native American and Eastern European heritage. Beyond individual success, Dr. Rahm's legacy weaves together 12 distinct brands under DRC Ventures, each contributing to a brighter, healthier, and more harmonious future.

TRANSFORMING WELLBEING

The ROOT Brands, a Nashville-based powerhouse in nutraceutical and lifestyle innovation, is set to make waves across Asia, the Middle East, and South America. The Root Brands, certified in 67 countries, exemplifies Dr. Rahm's vision for a healthier world. As they extend their reach, it remains steadfast in offering everyone the tools and knowledge to live their healthiest lives.

Rahm Roast, Dr. Rahm's health-infused coffee venture, redefines the coffee experience. Meticulously formulated with organic, fair-trade Guatemalan coffee beans, this brew goes beyond flavour, prioritising toxin elimination and wellness. Driven by a passion for fostering

a healthier environment, Rahm Roast employs a patent-pending proprietary solution, featuring bioavailable silica, a trace mineral complex, and vitamin C.

The International Science Nutrition Society (ISNS) pioneers transformative concepts in health, wellness, science, and nutrition by fostering collaboration among top scientists, medical professionals, and integrative medicine experts. The society's mission revolves around providing invaluable insights into nutraceuticals, phytochemistry, ecology, and nutrition, collaborating with innovators to shape new paradigms in health.

HARMONIOUS LIFESTYLE ENDEAVOURS

House of Rahmas, founded by Dr. Christina Rahm and Clayton





Thomas, is a captivating fusion of politics, fashion, and art, designed to inspire transformative living.

Under the Red Chandelier is a unique platform intertwining arts and sciences. The platform features an engaging podcast where Dr. Rahm shares captivating stories, interviews, and collaborations, offering a unique blend of arts and scientific insights. Dr. Rahm brings a global perspective, combining her extensive scientific career with a passion for fashion, art, food, and design.

Ella Pure Beauty, an epitome of Dr. Christina Rahm's dedication to blending nature with scientific innovation, stands as a luxury skincare and makeup line inspired by aerospace, microbiology, and art. Crafted in skin-science labs, Ella Pure features proprietary ingredient complexes, exclusively formulated with 100% organic materials. Ella Pure addresses the unique needs of aging skin for a youthful radiance.

Merci Dupre Clothiers signifies the fusion of fashion and environmental consciousness.

This clothing line is a testament to Dr. Rahm's commitment to style and education, and champions eco-friendly fabrics and protection against environmental threats.

ECO-INNOVATION

Envirem stands as a revolutionary force in environmental solutions, prioritising responsible waste management and health preservation. Its pioneering skin coating innovation redefines skincare. This patent-pending technology integrates stabilised ionic silver, citric acid, nano-sized zeolite solutions, and iron oxide nanoparticles.

GLOBAL GOODNESS INITIATIVES

Bill & Coo, a luxury pet brand represents a pioneering convergence of opulent pet care and state-of-the-art nutraceutical innovation. The brand focuses on crafting human-grade nutraceutical supplements with the highest quality natural ingredients.

The Rahm Foundation, established in 2007, is a charitable powerhouse that transcends boundaries, dedicating itself to fostering equity in humanity, championing the environment, and supporting fellow creatures. The foundation ensures universal access to resources for individuals of all ages, races, genders, and socio-economic backgrounds, fostering the pursuit of dreams.

Cure the Causes, a comprehensive book series and healthcare product line, reflects Dr. Rahm's journey from illness to addressing root causes. Cure the Causes, a groundbreaking 3-volume book series by Dr. Christina Rahm, stands as a revolutionary guide in the realm of health and wellness.



ZIMBABWE CONSOLIDATED DIAMOND COMPANY

A TRUSTED, WORLD-CLASS DIAMOND PRODUCER

With Dr. Mark Mabhudhu as its CEO, Zimbabwe Consolidated Diamond Company (ZCDC) is wholly owned by Defold Mine (Pvt.) Limited. It derives its name from one of the most significant diamond discoveries in the early 2000s. It turned Zimbabwe arguably into one of the world's largest diamond producers

Zimbabwe Consolidated Diamond Company (ZCDC) was established in 2015 under the Companies Act of Zimbabwe after the Government consolidated all the diamond mining concessions in Chiadzwa. ZCDC is in the business of exploring, mining, processing, and selling diamonds across the world. It is headquartered in Harare and has mining operations in Manicaland's Chimanimani and Chiadzwa areas. ZCDC envisions being a world-class diamond producer, and follows transparency, integrity,

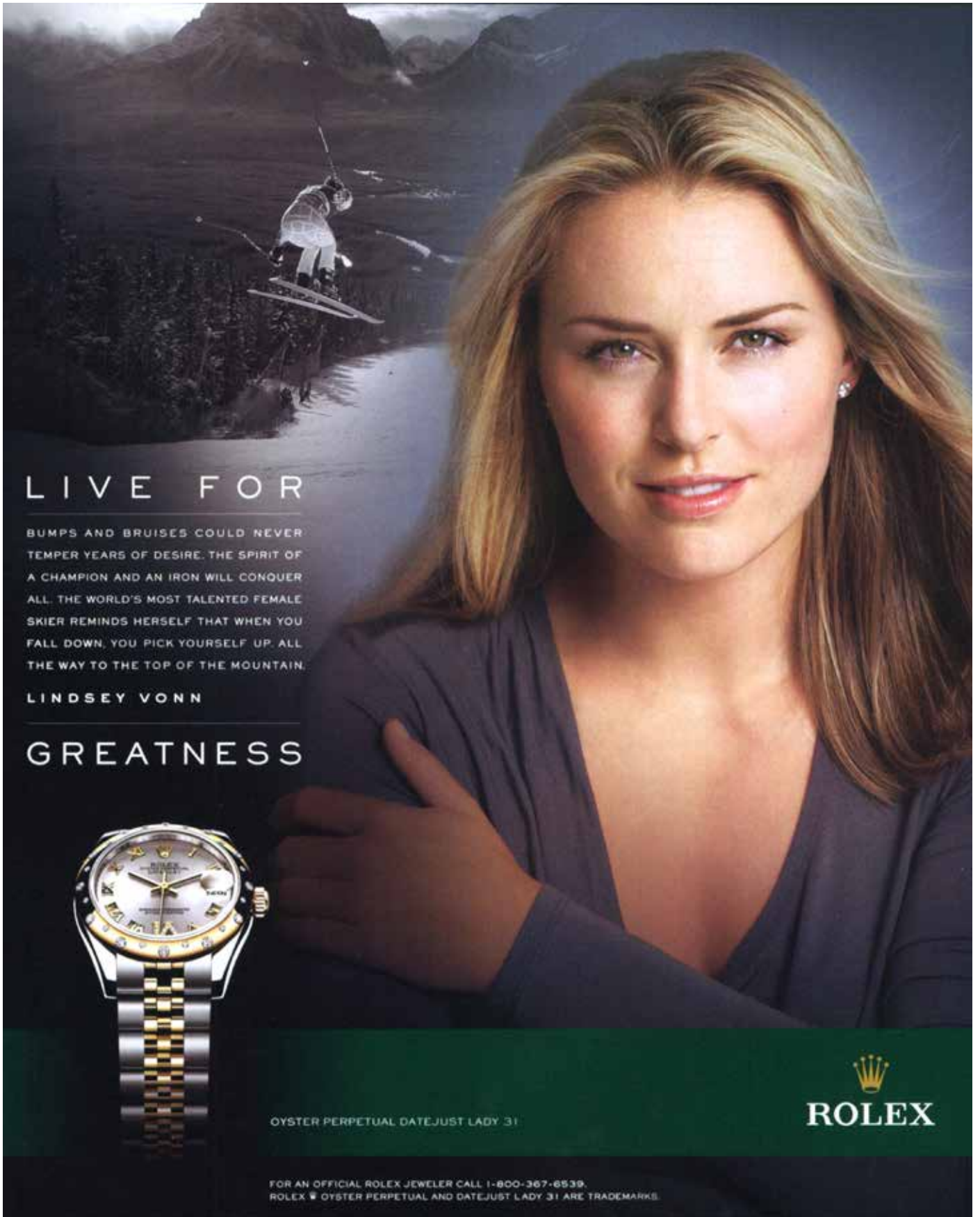
innovation, teamwork, zero harm, care, and operational excellence. In all that ZCDC does, these values inspire and guide its decisions and actions.

THE COMPANY'S STRATEGIC DRIVERS

As it moves towards its vision of being a world-class diamond producer, ZCDC contributes significantly towards the Government of Zimbabwe's target of building "A Sustainable 12 Billion US Dollar Mining Industry by 2023," wherein the diamond industry's contribution to Zimbabwe's economy is pegged at \$1 billion. ZCDC

identifies eight key strategic pillars, namely, supply chain management, finance and asset management, operational excellence, protection and surveillance, marketing and sales, public relations and community development, safety-health-environment-quality-risk, and human capital management and development, as the main drivers for achieving the 2023 target of the sector.

ZCDC's focus is on its main objectives to ensure high-quality performance. These are revenue improvement and acceleration through process optimization to eliminate damage to diamonds, cost containment and sustained management by eliminating inefficiencies and waste across the value chain, building organisational capability/capacity through state-of-art technology in the diamond mining business.



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