MOST POWERFUL WOMEN

OCTOBER/NOVEMBER 2024 FORTUNE.COM

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> ASIA PACIFIC EDITION NUMBER 5



MOST POWERFUL WOMEN ASIA 2024

## Most Powerful Women Asia

Fortune's list recognizes 100 of the region's top business leaders, chosen from a roster of executives and entrepreneurs that gets deeper every year.

## A Slow Ascent to the Top

Asian women face a host of challenges making it to the pinnacle of the corporate world. But their rise is inexorable. BY CLAY CHANDLER

# Unlocking Mobile Banking for Filipinos

GCash started as an app for money transfers. Now Martha Sazon is turning it into the preferred finance tool for the Philippines and its vast diaspora.

BY LIONEL LIM

# Where to Find China's Youth

Social media platform Xiaohongshu and its young, mostly female, Chinese user base is transforming travel and shopping.

BY NICHOLAS GORDON

# **BRAND INITIATIVE** Levi's aims to register

500,000 voters among community college students by 2028.

# Capital for Asia, Rooted in Asia

Singapore's Jenny Lee is leading Granite Asia, a venture capital firm with its sights set squarely on Asian startups and markets.

BY NICHOLAS GORDON

#### SPECIAL REPORT

# Change the World

The 10th edition of our list showcases 52 businesses that are harnessing the creative impulses of capitalism to address social problems, and generating revenue while doing so.

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#### **JOTAKA EADDY, ON HOW TO WIN**

"We're going to take ourselves to the polls... We're going to speak out against sexism and racism... We're seeing Black women leaning into their power—and we're like the Avengers coming together."

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#### WHAT'S NEW AT FORTUNE

#### Global Forum 2024

Fortune convenes
CEOs from some of the
world's largest and most
innovative companies,
including members
of the Global 500, to
discuss critical trends,
technologies, and
strategies.
(Nov. 11–12, NYC)

#### Brainstorm Design Macau

Participants will share their insights on how immersive environments and experiential designs are revolutionizing an array of industries. (Dec. 5, Macau)

#### Brainstorm Al 2024

The top minds in Al—those at startups and Fortune 500 companies, as well as investors, policymakers, and academics—discuss this pivotal moment for the industry.

(Dec. 9–10, San Francisco)

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