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**Procter & Gamble's Deborah Henretta to be named first woman to chair ABAC**

The APEC Business Advisory Council (ABAC) announced today that Deborah Henretta, Group President, Asia, Procter & Gamble, has been appointed as chair of the council for 2011. Ms. Henretta is the first woman ever to hold the position, and her appointment occurs at a critical time for ABAC as it prepares for the run up to the 2011 APEC summit which will be held in Honolulu, Hawaii.

Monica Hardy Whaley, President of the U.S. National Center for APEC, welcomed the news stating, "Henretta is an excellent choice for ABAC Chair; she brings extensive "real world" business experience and very strong personal leadership qualities to her role at the Council. She is also the first woman selected to the ABAC Chairmanship, a milestone we are delighted has been marked in the United States' APEC year."

Created by APEC leaders in 1995, ABAC acts as the private sector's voice in the annual trade dialogue, and meets four times a year in different member countries to promote the business community's priorities and concerns among APEC representatives. The council comprises up to three senior business people from each APEC economy and the appointments are made by the leaders of the member countries.

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## Biography of Deborah Henretta

**Deb Henretta** is Group President, Asia, Procter & Gamble, with responsibility for The Procter & Gamble 14 Billion dollar business in Asia housing more than 100 Brands including Pantene, Olay and Gillette. Since her move to Asia in 2005, she delivered 4 years of consecutive sales & profit growth. Deb is credited with moving to a One Asia design and is leading efforts to grow P&G's portfolio in Asia. She has increased P&G's R&D/manufacturing footprint in Asia including a mega R&D center in Beijing, multi-category plants in India and Vietnam and the global perfume plant in Singapore.

Deb is a Board member of the Singapore Economic Development Board (EDB) and serves on Singapore Economic Strategies Committee commissioned to make recommendations to stimulate growth and investment opportunities for Singapore. Deb also serves as one of three U.S. representatives to the APEC Business Advisory Council of and is Co-Chair of the Trade Liberalization Committee.

In 2009, Deb was listed among Forbes list of 100 Most Powerful Women in the World. In 2008 Deb was on Fortune Magazine's International list of "Most Powerful Women in Business".

Deb has a BA in Mass Communication from St. Bonaventure University and MA in Communications/Advertising from Newhouse School of Communications at Syracuse University, USA.

Deb started at P&G as a Marketing Assistant on Bold laundry detergent in 1985, progressing to President, Global Baby Care in 2001 and most recently to Group President, Asia. Deb is credited with turning around a decade long slump for P&G's flagship Pampers brand. Her efforts turned a failing diaper business into a successful Baby Care business growing Pampers to \$7 Billion. She finished her tenure in Baby Care in 2005 with four consecutive years of global growth in sales, volume and profit – results not seen in nearly two decades.

Deb is married with three children and is very active in several charitable and educational organizations.