

FORBES Global Heavy Hitters

Posted on

ROYAL DUTCH SHELL RETAINS #1 RANK ON FORBES WORLD SUPER 50;

U.S. HAS 25 FIRMS ON WORLD SUPER 50, JAPAN IS SECOND WITH 8;

JAPAN IS HOME FOR 195 OF THE FORBES FOREIGN 500 COMPANIES

Royal Dutch Shell Group, an oil company based in the Netherlands and the United Kingdom, ranks number one on the Forbes World Super 50 for the third straight year, Forbes magazine reports in its annual ranking of the 50 most powerful public firms in the world, in the July 28 issue.

Twenty-five of the firms on the World Super 50 are American, including six in the Top 10: General Electric (2nd), Exxon (3), IBM (4), Ford Motor (6), General Motors (7) and Wal Mart Stores (9). Japan placed 8 firms on the World Super 50, including such giants as Toyota Motor (5), Nippon Telegraph & Telephone (17) and Honda Motor (44). Other well-known foreign firms on the Forbes list are: British Petroleum (8), Nestle (22), Barclays (31) and Daimler-Benz Group (33).

To compile the World Super 50, Forbes started with a universe of 1,000 public companies - the Forbes Sales 500 (the 500 biggest U.S. firms ranked by sales) and the Forbes Foreign 500 (the 500 biggest foreign firms ranked by sales) then ranked the 500 biggest worldwide, based on revenues. The World Super 50 shows the largest companies in the world based on a composite score of the best three of four ranks for sales, profits, assets and market value.

Forbes has also ranked the 500 largest foreign public firms the Forbes Foreign 500- according to total sales in the most recent fiscal year. These 500 firms earned US\$208 billion on US\$7.9 trillion in revenues. By comparison, the Forbes Sales 500 earned US\$295 billion on US\$4.8 trillion in revenues (Forbes, 4/21/97). Thus, the 500 American firms earned US\$87 billion more than did the 500 foreign firms, on just over 60% of the total sales volume.

Japan is headquarters for 195 of the Forbes Foreign 500. The UK ranks second, with 67 companies, followed by France (46), Germany (40), Netherlands (19), Switzerland (16), Canada (16), South Korea (15), Italy (15), Australia (13) and Sweden (13).

Since the Forbes selection process uses only the three best scores, a company can still qualify if it has a relatively low asset base, or if its profits shrink in a cyclical downturn, or downsizing.

For more information, access the Forbes Digital Tool online at: www.forbes.com

**THE FORBES FOREIGN 500 HEADQUARTERS
RANKING-COUNTRIES**

1997 Rank	Country	Revenues (\$mil)	Total # of Companies
1	Japan	3,431,133	195
2	United Kingdom	934,209	67
3	France	790,257	46
4	Germany	959,602	40
5	Netherlands	427,447	19
6	Canada	145,522	16
7	Switzerland	291,808	16
8	Italy	238,029	15
9	South Korea	231,408	15
10	Australia	111,341	13
11	Sweden	152,584	13
12	Belgium	123,142	12
13	Spain	100,209	9
14	Brazil	84,394	8
15	Finland	41,230	5
16	Hong Kong/China	28,330	4
17	South Africa	19,308	3
18	Austria	12,091	2
19	Mexico	12,418	2
20	Norway	22,180	2
21	Argentina	5,939	1
22	New Zealand	6,060	1
23	Singapore	5,116	1
24	Turkey	12,186	1

*Total number of companies actually adds up to 506, since six of the companies are listed with dual headquarters: ABB Group, Fortis Group, Reed Elsevier, Royal Dutch/Shell Group, RTZ-CRA and Unilever.

In *The World's Shrewdest Businessman*, Andrew Tanzer reports on Robert Kuok, a 73-year-old hotel owner, commodities trader, investor and cosmopolite who also happens to be Coca-Cola's bottler in China. Kuok has been described by colleagues as 'the perfect businessman,' while John Farrell, president of Coca-Cola China happily states, "What could take us 18- 24 months [in China], they [Kuok's company Kerry Group] could do in 2 months."

Aside from the Coca-Cola contract, Kuok's most public business venture is his chain of luxury hotels, Shangri-La Hotels & Resorts. Currently, the company operates 36 properties within Asia and has planned expansion to 50 within five years, much of it in China. With 17,000 rooms, the Shangri-La chain is now Asia's largest luxury hotel group. Its estimated worth is 84 billion.

Other findings of *Forbes* international issue:

KINGS, QUEENS AND DICTATORS

RULER	COUNTRY	NETWORTH (\$mil)	ORIGIN OF WEALTH
Bolkiah, Sultan Hassanah	Brunei	38,000	oil, gas
Alsaud, King Faud Bin Abdul Aziz	Saudi Arabia	20,000	oil, investments, real estate
President Suharto	Indonesia	16,000	investments
Al-sabah, Sheikh Jaber Al-ahmed Al-jaber	Kuwait	15,000	oil, investments, real estate
Al Nahyan, Sheikh Zayed Bin Sultan	UAE	10,000	oil, investments
Hussein, Saddam	Iraq	5,000	oil, investments
Queen Beatrix*	Netherlands	4,700	investments, real estate
Al-hariri, Rafik**	Lebanon	3,000	construction, banking
Adulyadej, King Bhumibol	Thailand	1,800	investments, real estate
Castro, Fidel***	Cuba	1,400	nickel, sugar, investments
Queen Elizabeth II****	U.K.	350 or 16,000	investments property

* Held with mother, Princess Juliana.

** Officially subordinate to Lebanon's President, but in reality he leads.

*** Networth based on his est. share of Cuba's economy.

**** Higher figure includes Royal Collection held in trust for the nation.

- Rich countries are getting richer, but poor ones are getting richer faster. The seven largest economies the G7: Canada, France, Germany, Italy, Japan, the UK, and the US expanded by only 2.2% on average. In the same year, China's economy grew 9.7%. In Africa, Ethiopia and Morocco posted double-digit gains and South Africa posted its fourth consecutive year of expansion. Brazil and Mexico are now growing at an estimated 4.5% and Argentina at 5%.
- Other well-known firms ranked on the Forbes Foreign 500 are: Mitsubishi (2), Toyota Motor (7), Daimler Benz (11), British Petroleum (12), Volkswagen Group (14), Siemens Group (16), Nissan Motor (17), Unilever (19), Fiat Group (20), Sony (21), Nestle (22), Toshiba (23), Honda Motor (24), Bank of Tokyo-Mitsubishi (26), NEC (30), Renault Group (39), BMW (41), Peugeot Group (46), Mitsubishi Motors (48), Bayer Group (51),

Canon (81), Volvo Group (83), Lloyds TSB Group (97), Barclays (104), Mazda Motor (123), Electrolux Group (129), Sharp (136), Michelin Group (161), Japan Air Lines (162), Deutsche Lufthansa (166), Suzuki Motor (174), British Airways (178), Marks & Spencer (191), Ricoh (205), Fuji Photo Film (222), Seagram Co. (217), News Corp. (250), Kirin Brewery (299), Thomson Corp. (309), Yamaha Motor (316), Telefonos de Mexico (348), SwissAir Group (362), Pirelli Group (363), Cadbury Schweppes (369), Rolls Royce (382), Heineken (385), KLM (401), Qantas Airways (405), Guinness (429), Olivetti Group (441), Alitalia Group (454), and Singapore Airlines (462).

- The July 15 international issue also contains: The 25 Largest Public Foreign Companies, The 100 Largest U.S. Multinationals, the 100 Largest Foreign Investments in the U.S, 100 U.S.-Traded Foreign Stocks, and 100 International Bargains.

THE 50 HIGHEST-PAID FORBES 800 CEOs IN 1996

Rank	96	95	Company	Chief	Compensation	
					Total	5-year total
1	NR		Gap	Michael Drexler	NA	104,822
2	1		Green Tree Financial	Lawrence M Cox	216,181	102,449
3	50		Intel	Andrew S Grove	117,320	97,937
4	3		Travelers Group	Stanford I Weill	274,414	91,565
5	2		Gateway 2000	Theodore W Wait	145,195	81,326
6	227		HJ Heinz	Anthony J F O'Reilly	108,660	64,601
7	5		Corning	Stephen C Hilbert	277,267	51,381
8	24		Chicorp	John S Reed	70,151	46,186
9	734		Cascade Computer	Daniel E Smith	38,130 ²	35,552
10	9		US Robotics	Casey G Cowell	55,890	33,969
11	313		Freeport Copper	James R Moffet	54,156	33,811 ¹
12	47		Cisco Systems	John T Chambers	97,127 ³	33,214
13	18		General Electric	John F Welch Jr	72,896	32,598
14	205		Oxford Health Plans	Stephen F Wiggins	51,348	29,062
15	10		Compaq Computer	Richard D Pluffer	69,793	29,046
16	185		America Online	Stephen M Case	34,726	27,643
17	59		HealthSouth	Richard M Scrushy	49,402	27,583
18	88		Computer Associates	Charles B Wang	45,209	26,333
19	41		HBO & Co	Charles W McCall	41,314	24,558
20	33		Lockheed Martin	Norman R Augustine	44,179	24,383
21	418		BFS	Henry R Silverman	28,817	23,782
22	81		Parametric Tech	Steven C Walske	60,981	20,697
23	36		Bear Stearns Cos	James E Cayne	62,385 ²	20,359
24	27		American Intl Group	Maurice R Greenberg	56,672	20,012
25	60		PaineWebber Group	Donald B Marron	48,909	19,302
26	17		Oracle	Lawrence J Ellison	38,878	19,074
27	104		American Home Prod	John R Stafford	36,307	18,473
28	58		First Bank System	John F Grunhofer	33,159	16,659
29	19		Coca-Cola	Roberto C Goizueta	71,585	16,258
30	26		Morgan Stanley	Richard D Fisher	42,812	15,650
31	286		Praxair	H William Lichtenberger	21,032	15,597
32	NR		Danaher	George M Sherman	22,589	15,352
33	537		Ascend Computer	Mory Rjabat	16,175 ³	14,627
34	NR		CUC International	Walter A Forbes	32,601	14,600 ⁴
35	31		Coca-Cola Enterprise	Suzannefield K Johnston Jr	29,763	14,484
36	NR		Health Management	William C Schoen	24,884	14,054
37	46		Pfizer	William C Steen Jr	30,396	13,872
38	469		Cardian	Lawrence Perlman	18,623	13,804
39	564		Standard Federal	Thomas R Ricketts S	19,700	13,709
40	38		AlltelSignal	Lawrence A Bondy	46,986	13,224
41	NR		ComState Financial	Terrence A Losen	19,612	12,952
42	123		Chrysler	Robert J Eaton	34,221	12,625
43	6		Avant	Gordon M Bicker	37,641	12,459
44	87		Cigna	Wilson H Taylor	23,348	12,302
45	79		SCom	Eric A Bonhamou	22,245	12,011

46	95	May Dept Stores	David C Farrell	29,784	12,001 ⁴
47	230	First USA	John C Telleman	24,095	11,300
48	294	TJX Cos	Bernard Cammarata	18,968	10,640
49	241	Continental Airlines	Gordon M Bethune	15,052 ⁵	10,524
50	8	DSC Communications	James L Donald	65,616	10,467

NA: NOT AVAILABLE. ¹ INCLUDES COMPENSATION PAID BY FREEPORT-MCMORAN. ² FOUR-YEAR TOTAL. ³ THREE-YEAR TOTAL. ⁴ PRIOR-YEAR DATA. ⁵ DECEASED APR.22; SUCCESSOR NOT YET DESIGNED.

THE FORBES GLOBAL SUPER RICH

NAME	COUNTRY	NETWORTH (\$mil)	ORIGIN OF WEALTH
Gates, William H. III	U.S.	24,498	Microsoft Corp.
Walton Family	U.S.	27,000	Walmart (Wal-Mart Stores)
Bulfinch, Warren E.	U.S.	23,700	Stock market
Lee Shau Kee	Hong Kong	14,700	real estate
Gerr, Hagman and Secher Family	Switzerland	14,600	pharmaceuticals
Allen, Paul Gaudier	U.S.	14,100	Microsoft Corp.
Elon Family	U.S.	12,300	Inheritance (Lavi Strauss)
Berk Brothers, Walter, Thomas, Raymond	Hong Kong	12,300	real estate
Mars, Forrest Edward Sr. and Family	U.S.	12,000	Inheritance (candy)
Quandt, Johannes, Susanne and Stefan	Germany	11,700	BVF

THE FORBES GLOBAL HEAVY HITTERS

NAME	COUNTRY	NETWORTH (\$mil)	ORIGIN OF WEALTH
Demerits, Paul	Canada	900	diversified
Mayh, Nicolas	Switzerland	900	watching
Lewis, Joseph	U.S.	800	investments
Lin, Yong-nang and Brothers	China	800	agriculture
Rattino, Domenico	Italy	750	banking
Bajaj, Rahul	India	700	software
Gordon, Donald	South Africa	700	insurance/banking
Lois-Dreyfus, Robert	France	700	apparel
Qing Hong Song	Singapore	700	investments
Potom, Vladimir	Russia	700	banking, oil, metals
Reider, Kjell Inge	Norway	700	crude oil and gas, seafood
Shorran, Abdulmajid	Ukraine	700	banking
Hassan, Raed	Malaysia	650	financial services
Miyata, Yasuhiro	Japan	650	software
Gonzalez, Claudio X.	Mexico	600	investments
Lemann, Jorge Paulo	Brazil	600	banking
Mansour, Mohamed and family	Egypt	600	corporate trading
Sewin, Ovi and family	Egypt	600	contracting, engineering
Gavinsky, Vladimir	Russia	400	banking, media
Schiff, Santiago	Argentina	300	diverse
Mahindra, Rakesh	India	250	software
Shih, Stan	Taiwan	250	computer
Paul, Wang	U.S.	200	metal manufacturing
Black, Conrad	Canada	275	media
Serfaty, Roberto Rydén	Brazil	250	banking
Koehn, Viktor	Czech Rep.	200	finance
Rutkowski, Jan	Poland	200	telecommunications, oil, beer
Seriano, Andres and Family	Philippines	180	beer, food
Chavira, Antonio	Czech Rep.	135	diversified
Wallenberg, Peter and family	Sweden	125	diversified
Vannoy, Gabor	Hungary	120	marketing, investments
Tata, Ratan	India	100	diversified
Trochetsky Pavlenko, Marco	Italy	100	films, cables
Knechtel, Martin	Czech Republic	90	entertainment