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Coca-Cola South Africa empowers young talent

Johannesburg, Monday, February 01, 2009. Coca-Cola South Africa and its bottling partners this morning welcomed 18 management development trainees that were selected from a pool of more than 700 candidates after a rigorous selection programme to select those who would be included in this 18-months programme.

The Kusile Management Development Programme, which is run in partnership with the Wits Business School, is an 18 month learning and development programme offering world-class, cross-functional, training and business exposure that will equip trainees with the necessary skills and knowledge to build a successful and enriching long-term career.

Speaking at the welcoming event which was held at the Coca-Cola South Africa headquarters in Parktown earlier this morning, the President of Coca-Cola South Africa, William Egbe, reminded the graduates that they have been presented with an opportunity not only to develop themselves, but also to contribute towards community development and economic growth of the country. "As a system we're very proud of the Kusile Management and Development programme as we've seen from past candidates, who were subsequently employed by the company, the caliber of professionals it produces. These are individuals who've become an integral part of our organization and others have moved on to make a difference not only in the country but also in the communities that we do business in," Egbe emphasized. "This is also one of the many ways that we're trying to make a difference and contribute towards skills development in South Africa",

concluded Egbe.

>From an initial 700 external applications in June 2009, candidates were carefully assessed according to their competencies and only 18 made the final cut. The multi-million rand skills development programme which is aimed at unearthing and nurturing the country's best talent, also presents an opportunity to the candidates to be permanently employed within the Coca-Cola system here in South Africa after the programme. Those candidates who make it at the end of the programme are absorbed into various disciplines that include sales & marketing, finance, and supply chain (including engineering). "I'm both very excited and nervous" were some of the words uttered by some of the candidates starting their new possible career opportunity within Coca-Cola South Africa.



Candidates together with the Coca-Cola South Africa Business Leadership Team

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The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our Web site at www.thecoca-colacompany.com
