

Zambia Visit Focuses on Sustainable Business, Communities

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Zambian officials join Isdell and other Coca-Cola representatives on a tour of the PET plant in Lusaka.

Chairman and CEO Neville Isdell recently visited Zambia, commissioning a state-of-the-art PET packaging line, pledging support for families affected by flooding and malaria, and joining in the launch of two programs aimed at fighting HIV/AIDS.

At a ceremony in Lusaka, the capital city of Zambia, Isdell and representatives from the Coca-Cola business in the region and the Honorable Assistant Minister for Commerce & Trade unveiled the new PET packaging line.

Through a partnership between the Company's East & Central Africa business unit and Zambian Breweries Ltd (our bottling partner), the Coca-Cola system has invested US\$6.5 million in the new packaging plant. The investment in the PET plant is part of a larger, longer-term plan to invest US\$50 million to capture growth in the beverage market and meet the ever-changing consumer demands in Zambia.



Isdell joins associates on the new PET line in Lusaka.

"The Coca-Cola Company is committed to the sustainable growth of business in Zambia," Isdell said as he commissioned the plant on Jan. 29. "Our aim is to market beverages of the highest quality, and in packs that offer choice and affordability to our valued consumers. Our contribution to Zambia's social and economic development is long-term and deliberate, and we plan to invest US\$50 million over the next three years towards the expansion of capacity."

In the year 2000, for the very first time, in Zambia, the Coca-Cola system, through its bottling partners, launched the 500ml plastic pack (PET), for its flagship brands, Coca-Cola, Fanta Orange and Sprite. Through the years, the demand for non-returnable, convenience packs has continued to grow, thus necessitating the need for increased investment in plant capacity and pack variety.

The new packaging line is a state-of-the-art PET line, with modern features such as a blow molder, filler, labeler and shrink wrapper.

Visit to the Vice President's office

Earlier in the day, Isdell met with the vice president of Zambia, Honorable Rupiah Banda. While in this meeting, he pledged US\$100,000 to assist communities that have been affected by floods in Zambia. Banda stated that the flooding was a national disaster, as it had adversely affected nearly all the districts in the country.

Isdell noted that business, when done right, strengthens communities and raises living standards and in the process helps drive social and environmental improvement. He was hopeful that the contribution would make a positive difference in the lives of people affected by the floods.

Africa Group President Alex Cummings and Nathan Kalumbu, president of the East & Central Africa business unit, attended the meeting along with representatives from Zambian Breweries Ltd.

Fighting Malaria

It has been reported that in every 30 seconds, a child dies in Africa from malaria, a disease that is both preventable and curable.

At an event that united partners in the fight against HIV/AIDS and malaria, Isdell announced that Coca-Cola would contribute US\$100,000 to the **Roll Back Malaria (RBM) Partnership**. He also highlighted the Company's role in strengthening effective partnerships.

"Our business is only as healthy as our consumers and our communities," Isdell said. "The Coca-Cola Company operates in all high-risk malaria countries in Africa. It is, therefore, necessary for us to forge dynamic community partnerships such as these in order to scale up activities that will enable Africa to unleash its full potential."

The RBM Partnership will steer a dedicated team of individuals embarking on a two-month journey beginning March 27 - the Zambezi Expedition - to draw attention to the critical need for cross-border collaboration in the fight against malaria. The Zambezi expedition, which will involve a voyage down the 2,500 km Zambezi River, will document the impact of malaria in six African countries, and highlight the successes and challenges of meeting SADC countries' pledge to eradicate malaria. This initiative has received wide support from the Zambia's minister for health, as well as financial backing from several NGO and private sector entities.



Dance4Life is an HIV/AIDS program that aims to mobilize, inspire and unite young people through music and dance.

Dancing for Life

Isdell and a delegation of senior executives of the Coca-Cola Africa business joined the Minister for Education, Professor Geoffrey Lungwangwa, at Matero Boys High School, to witness the launch of Coca-Cola's two new partnerships in the fight against HIV/AIDS: **Dance4Life** and the ANCHOR program.

Dance4Life is a dynamic and innovative global HIV/AIDS program that aims to mobilize, inspire and unite young people, through music and dance, to make a positive contribution in pushing back HIV and AIDS. It is implemented in Zambia by Students Partnership Worldwide (SPW).

Fifty pupils from Matero Boys and Matero Girls High schools performed a **Dance4Life** drill, which connected these Zambian youth to the global response to HIV and AIDS prevention and awareness.

ANCHOR is a regional partnership between The Coca-Cola Africa Foundation and three other organizations.

"The response to Africa's social challenges is a collective responsibility that requires new approaches and effective public-private sector collaboration, and Coca-Cola is pleased to be a part of the solution to Africa's social challenges" Isdell commented. "I am particularly inspired by the response of Zambian youth to the project," he added.

The delegation was refreshed in a dance for life, which saw both the young and the young-at-



Isdell visits the Zambian Breweries plant in Kitwe.

heart dance to the rhythm of a "take responsibility for

life – let your voice be heard" drill.

Reconnecting with Zambia

Zambia is a country that is close to Isdell's heart. While on tour, he recounted his childhood days in the country, having moved there when he was 10 years old, later becoming interested in business, and seeing the potential to be a part of a dynamic global company that was creating opportunity throughout the world. He joined the bottling company in 1966, and spent a number of years working for our business in Zambia.

The chairman also visited the stills bottling plant in the Copperbelt mining town of Ndola – Invesco Pvt Ltd and another Zambian Breweries plant in Kitwe.