

News Release

July 21, 2020

To the press,

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan establishes “Coca-Cola University Japan (CCUJ)” as a comprehensive program to nurture next-generation leaders

Launched the first set of training courses focused on supporting the growth
of promising young employees as globally competent new leaders

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) established “Coca-Cola University Japan (CCUJ)” as a comprehensive program to nurture next-generation leaders, and, on July 21, launched the first set of training courses targeting promising young employees.

CCBJI’s objectives to set up CCUJ are two-fold: (1) to nurture next-generation leaders who can drive the transformation and future growth of the Coca-Cola system (※1); and (2) to create new value that can invigorate the beverage market sector. Through collaboration with The Coca-Cola Company, CCUJ will serve as a foundation to organize global leadership training courses and overseas study programs aimed at developing competent and capable employees who will utilize these learnings effectively to not only lead within CCBJI but also to share their enriched knowledge extensively with Coca-Cola bottling partners around the world.

On July 21, 2020, a total of 80 young employees selected from various functions within CCBJI and from the Coca-Cola (Japan) Company (CCJC) as the initial group of trainees participated in an online meeting to kick off the first set of courses launched in CCUJ. The full comprehensive curriculum, slated to commence this autumn and run for approximately 10 months, will be composed of digital e-learning courses and face-to-face physical classroom courses. The ultimate format of courses will be determined according to safety guidelines and recommendations that will be put in place in the coming months.

CCBJI believes in the importance of continuing its efforts to develop next-generation leaders, especially in these difficult times, and is planning to offer many training courses online to ensure that trainees can learn in a safe environment without worrying about the risk of close contact with others in physical classroom settings.

■Kick-off meeting on July 21

The kick-off meeting began with an opening speech from Representative Director & President Calin Dragan and the head of HR function in CCBJI that were both filled with encouraging messages to the trainees. The outline of the training courses was then briefed, followed by an interactive session where the lecturers invited from external sources and all the participating trainees introduced themselves to get to know one another.



■Future outlook of CCUJ

Going forward, CCUJ is planning to add more intensive courses that will be excellent opportunities for those already holding managerial positions as well to engage in more focused courses of study, with an aim to develop well-rounded leaders who can galvanize the internal organizations and also contribute to further advancement of the beverage industry as a whole.

Through CCUJ and various other initiatives, CCBJI intends to keep investing in the fostering of highly competent human resources and enhancement of organizational capabilities to ensure that the company will be able to continue fulfilling its core mission to “deliver happy moments to everyone while creating value”.

※1 : Coca-Cola system in Japan consists of the following seven companies:

Coca-Cola (Japan) Company, Limited / Coca-Cola Tokyo Research & Development Center / Hokkaido Coca-Cola Bottling Co., Ltd. / Michinoku Coca-Cola Bottling Co., Ltd. / Hokuriku Coca-Cola Bottling Co., Ltd. / Okinawa Coca-Cola Bottling Co., Ltd. / Coca-Cola Bottlers Japan Inc.