



PRESS RELEASE#

CADBURY SCHWEPPEES DELIVERS DEVELOPING LEADERS DAY TO OVER 500 INTERNATIONAL YOUTH DELEGATES AT AIESEC'S 56TH ANNUAL INTERNATIONAL CONGRESS IN HANOVER, GERMANY

27 Aug 04

Cadbury Schweppes in a consortium with ABN Amro - both partners of AIESEC, the international youth development organisation - designed and delivered an intensive full day leadership development programme, as part of AIESEC's 2004 International Congress. Over 500 delegates from 90 countries participated in the Developing Leaders Day held on August 26.

The key messages of the congress - passion, inspiration and collaboration - were evident throughout the congress and were reinforced at the Developing Leaders Day. The consortium companies - Cadbury Schweppes and ABN Amro - each selected 15 high potential managers to deliver the Developing Leaders Day agenda to delegates. For Cadbury Schweppes, Developing Leaders Day fits directly into its 'Growing our People' strategy, and offers these managers invaluable facilitation and cross-cultural communication skills. Cadbury Schweppes facilitators were chosen from its operations across 11 countries.

Addressing Delegates at Developing Leaders Day, Chris Bones, Cadbury Schweppes Group Organisational Effectiveness and Development Director, drew their attention to the role of passion, inspiration and collaboration in leading organisations and in achieving outstanding results.

"In shaping the leaders of tomorrow, we must always bear in mind that while we can all be dreamers, only those who turn their dreams into reality can create the future.

"At Cadbury Schweppes our common purpose is to work together to create brands people love. What makes this a reality in our company is people with a true passion and commitment to our brands, pride in our heritage and excitement about our future. Our working environment is often described as both challenging and rewarding. We understand that all these can be best brought alive through a cadre of inspiring managers who are the lens through which our colleagues see the company. It is this insight that drives our commitment to leadership development both for AIESEC delegates and for our managers who facilitate at this programme.

"Working collaboratively is vital in Cadbury Schweppes; we see it as fundamental to success in today's international environment. The global collaboration between Cadbury Schweppes, ABN Amro and AIESEC at this Developing Leaders Day is a compelling illustration of the power of working together."

In closing, Chris Bones urged delegates to celebrate the innate passion and inspiration which AIESEC engenders, while discovering and developing their individual leadership potential, transforming AIESEC's global vision into local reality.

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notes to editors:

Cadbury Schweppes is a major global company which manufactures, markets and distributes branded beverages and confectionery products around the world. With origins stretching back over 200 years, today Cadbury Schweppes' products - which include brands such as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett - are enjoyed in almost every country around the world. The group employs around 54,000 people and is a leading world-wide confectionery company. It is number one in sugar and functional confectionery, a strong number two in gum and the world's third largest soft drinks company.