



**The Coca-Cola Company & U.S. Department of State Sponsor  
Summer Entrepreneurship Program for 100 Students  
from across the MENA Region**

***Ten Tunisian Students will attend Indiana University's Kelley School of Business  
2012 Summer Entrepreneurship Program***

Tunis, Tunisia 14 June 2012 - The Coca-Cola Company and the U.S. Department of State are partnering to sponsor 100 college students from across North Africa and the Middle East to attend a special Summer Entrepreneurship Program and Indiana University's Kelley School of Business beginning in June 2012. As part of the program, these students, including ten Tunisians, will have an unparalleled opportunity to develop business skills that they can bring back home.

"The State Department is pleased to join hands with The Coca-Cola Company and Indiana University to develop a unique program to provide entrepreneurship education to college students from across the region during the summer of 2012. By investing in entrepreneurship education, we hope that these young people will gain the expertise and new ideas to allow them to become agents of change and action when they return home to become tomorrow's leaders and business executives," said U.S. Assistant Secretary of State Jeffrey Feltman.

In an effort to increase Arab students' exposure to entrepreneurship and business education, Coca-Cola and the State Department have worked with Indiana University to develop a curriculum tailored to developing young talent from the Arab world and to encouraging them to become business and social entrepreneurs. The scholarship program is being implemented in collaboration with the Partners for a New Beginning (PNB) initiative,

which was established to advance economic opportunity, education, and to develop entrepreneurship across the region.

"Coca-Cola's contribution to this program reinforces our commitment to promote education and develop future Arab entrepreneurs," said Sami Chahed, General Manager of Coca-Cola Tunisia. He also adds, "We are proud to support these outstanding Tunisian candidates and to enable them to seize this unique opportunity that will open doors for them in the business world. This initiative is part of Coca-Cola's Live Positively platform. Being immersed for a month in American entrepreneurial culture will increase the students' knowledge both personally and professionally providing them a great springboard for their careers and affording opportunities to develop new initiatives across the region."

By providing business education to the future entrepreneurs from emerging and developing countries, this scholarship will help anchor entrepreneurship best practices in these countries, while empowering the students to become the change agents in their communities when they return home.

"The Coca-Cola Company understands that for its business to be successful over the long-term, the communities in which it operates need to be sustainable - - sustainable economically, sustainable environmentally, and with strong community support systems. As a local business in each one of the countries across the region, The Coca-Cola Company seeks to empower the next generation of entrepreneurs from Tunisia, Morocco, Algeria, Egypt, Jordan and the Palestinian Authority, so that they can create the local companies and NGOs which will "Make Tomorrow Better" in their own communities," said Curt Ferguson, President, Coca-Cola Middle East & North Africa.

This multi-faceted, immersion program is designed to give a select group of students from across the MENA region the opportunity to learn about developing Business Plans, Social Entrepreneurship, and Non-Profit Management. Students will gain basic understanding of successful business practices and pedagogy through an accelerated four-week curriculum based on the core elements of the Kelley School of Business undergraduate program, one of the top-ranked programs in the United States and is ranked number one for entrepreneurship education.

"Indiana University's Kelley School of Business is pleased to collaborate with The Coca-Cola Company and the State Department to bring up to 100 students from the Middle East & North Africa to Bloomington during the summer of 2012. As the premier entrepreneurship education institution, the Kelley School understands how critical entrepreneurship is to creating a flourishing economy. Small and medium-sized businesses are the motor for local economies around the world, and these future enterprises in North Africa and the Middle East will be built by the young university students who are inspired to become their own CEOs," said Daniel C. Smith, Dean, Kelley School of Business

This project is part of the Partners for a New Beginning (PNB), an alliance of public-private partnerships committed to deepening engagement between the United States and local communities on issues of education, exchange, economic opportunity, and science and technology, to advance the vision President Obama outlined in his 2009 Cairo speech.

At the global level, Former Secretary of State Madeleine Albright leads PNB as Chair. Vice Chairs include Muhtar Kent, Chairman and CEO of The Coca-Cola Company, as well as Walter Isaacson, President of the Aspen Institute.

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### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) or follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo).

### **About the Kelley School of Business at Indiana University**

For 90 years -- first in Bloomington and later in Indianapolis -- IU's Kelley School of Business has prepared students to lead organizations, start companies, develop new products and services, and shape business knowledge and policy. Its programs are consistently ranked among the best in the nation, its faculty members are internationally recognized for their teaching and thought leadership and top businesses worldwide hire its highly qualified graduates. The Kelley School of Business offers undergraduate, MBA and specialized graduate and Ph.D. programs. For more information, go to <http://www.kelley.iu.edu/>.