

## Mondelēz International reinforces commitment towards enhancing graduate employability in Malaysia through 'Design Thinking'

*The new 'Mondelēz International Leading Edge Business Challenge'  
provides an avenue for winning teams to be fast-tracked into early careers programme  
while learning a hot skill of the future*

**Kuala Lumpur, 8 April 2021** – Mondelēz International has recently launched Southeast Asia's first-ever *Mondelēz International Leading Edge Business Challenge*. Developed for students in Malaysia and other countries in Southeast Asia, this virtual championship enables graduates and postgraduate students to learn and apply 'design thinking', an on-demand and essential skill for the future that can be applied across businesses and disciplines. The programme will see participating students having direct, practical learning sessions with senior leaders of Mondelēz International throughout the competition, which runs from mid-April to June 2021.

"We're offering students the chance to explore 'design thinking' – an essential skill for the future. Through this competition, they will be able to explore the fast-growing snacks category in Southeast Asia and solve a current business issue, while learning from the teams that manage the much-loved brands such as *Cadbury Dairy Milk* chocolate, *OREO* cookies, *Chipsmore* cookies, *Jacob's* crackers, *Tiger biscuits*, *Toblerone* chocolate and many more," said Charlene Phang, People Lead, Malaysia and Singapore, Mondelēz International.

A previous report<sup>1</sup> published by Khazanah Research Institute indicated that employers rate soft skills as more important than academic qualifications and work experience. To better ensure graduates meet the requirements of today's job market, platforms like *Mondelēz International Leading Edge Business Challenge* could potentially address the gaps between the graduates' employability, while enhancing the skills and competitiveness of the local talents.

*Mondelēz International Leading Edge Business Challenge* is open to [graduate and postgraduate students](#). Teams of three to four members from the same university will take on a real business challenge and participate in design thinking learning labs, engage with senior leaders, stand a chance to win exciting prizes and share their ideas through local and regional "showdowns".

"The business landscape is constantly changing, especially due to the current situation, so we must keep pace with trends and consumers' evolving needs. This competition creates an opportunity for students to come up with ideas that support sustainable business growth. It's a great platform for students to optimise their natural curiosity, growth mindset, fresh thinking and willingness to try and experiment. It also enables us to shape the talent of the future, by providing learning labs, access to high demand skills and coaching in a business environment. Moreover, the winning solutions could make an impact for Mondelēz International," added Charlene.

The winners of the Southeast Asia Showdown will also have the opportunity to be fast-tracked into Mondelēz International early careers programmes – either to the final stage of interview in the Edge Stars programme or with a final offer in the *Edge Sparks* programme.

Interested university students can find out more and register at [Mondelēz International Leading Edge Business Challenge](#). Registration closes on 16 April 2021.

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<sup>1</sup> [The School-to-Work Transition of Young Malaysians, 2018](#)

### **About the Mondelēz International Leading Edge Business Challenge**

This is a Southeast Asia-wide virtual competition for university students across disciplines to learn design thinking – a hot skill of the future. They then apply it to creatively solve a 'live' business challenge of their choice that could make a big impact in Mondelēz International. Students can access learning labs on creative problem-solving using design thinking across various stages – empathy, define, ideate, prototype and test. Successful students also stand to win a wide array of rewards including attractive prizes and a fast-track offer to Mondelez International Southeast Asia's flagship EDGE Stars (graduate trainee) & EDGE Sparks (internship) programs.

### **About Mondelēz International (Malaysia)**

Mondelēz International is part of the Mondelēz International group of companies which empowers people to snack right in over 150 countries around the world, with a strong presence in Southeast Asia. With 2020 net revenues of approximately USD 27 billion, Mondelēz International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index.

Mondelēz International is leading the future of snacking with iconic global and local brands such as *Cadbury Dairy Milk* chocolate, *Cadbury Zip* chocolate wafer, *Cadbury 5 Star* chocolate, *Toblerone* chocolate, *OREO* cookies, *Chipsmore* cookies, *Jacob's* crackers, *Tiger* biscuits, *Philadelphia* cheese, *Kraft* cheese, *Chachos* chips, *Chipster* chips, *Twisties* snacks and many more. We've been part of Southeast Asia for more than 70 years, with operations in Malaysia, Indonesia, the Philippines, Singapore, Thailand and Vietnam. Our +7,000 colleagues work across our ten manufacturing locations – including the plants in Shah Alam and Prai – two research and development technical centers and our sales and marketing network to create products that people can truly love and feel good about. From wholesome to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.

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