



During the 22nd Human Resources Summit, the “Best Design Advertisement” prize was awarded to Perfetti Van Melle Türkiye for the “Career Kitchen Young Talent Program”!

During the summit “DNA – Decoding the New Age – Management is rewritten with the Codes of the New Age” held between February 15 – 16, 2017 at the Lütü Kırđar Congress and Exhibition Centre in Istanbul, Kariyer.net Respect for Humanity Awards, Perfetti Van Melle was awarded the “Best Design Advertisement” with the “Career Kitchen Young Talent” internship program.

During the summit, Kariyer.net organized the “Respect for Humanity Award Ceremony” where 13 companies received the “Respect for Humanity Special Award”.

The Prize came with Innovation and Diversity

One of the special prestige awards, the “Best Design Advertisement Award” was given to the holder of world-famous confectionary and chewing gum brands like Mentos, Vivident, Big Babol, Chupa Chups Frisk, Fruittella, Alpenliebe, Golia, Happydent, Airheads and Smint, the global company Perfetti Van Melle Türkiye. The two criteria for which Perfetti Van Melle received this award were stated as innovation and diversity.

As Perfetti Van Melle is dealing the yearly organized internship opportunities with an innovative view and is concentrating on talent management, the students in the program get a possibility to reinforce the academic education with practical training in the factory, thus get a chance to direct their own career in the Career Kitchen themselves.

Why is “Career Kitchen Young Talent” attracting so much attention?

Candidates consistent of university students in the 3rd – 4th year and graduate students get a change to design their own career by learning and real experience in an environment where they can find out about development and different cultures and also learn about procedures for each businesses like Industrial Operations, Process Technology, Supply Chain, Finance, Marketing, Sales, HR directly in the factory and thus have an unusual experience about development and learning. In order to reach and protect the target, all visual designs of the



projects, the chosen communication language, the applications received the display ratios are meticulously handled. Therefore the satisfaction rate of the trainees is very high.

The apprentices who participated in the program so far, joined the Masterclass organized in Barcelona. Within the program and during the company orientation in the Chupa Chups factory in Barcelona, the interns are witnessing how much a brand can achieve with products from t-shirts to caps, key chains to bags, sweat-shirts to skateboard and how good it can look on the products. According to the motto “Work hard, play hard” the program is mixed with training, orientation and city tours and based on the students’ comments it can be observed that they had fun and at the same time they could start taking conscious decision about their future. <http://www.perfettivanmelle.com.tr/IK/Video-Galeri/130003>

How to apply?

For the 3rd term internship application, Perfetti Van Melle, where the innovation for all products produced by the company continues in all the units, selected a visual advertisement among various different designs, started receiving the applications as of January 30, 2017. According to the information received from Perfetti Van Melle, the websites <http://www.pvmlive.com> <http://www.perfettivanmelle.com.tr/Kariyer> and anlatsin.com can be visited for more information about the program and the program in the eyes of the participants.

About PERFETTI VAN MELLE

Perfetti Van Melle is a global company, established with Italian – Dutch partnership with production and distribution of confectionary, chewing gum to more than 150 countries. It was established in 2001 with the merger of Perfetti S.p.A. and Van Melle NV. In June 2006, the Spanish company Chupa Chups was bought and it became the third largest confectionary (candy and chewing gum) company of the world and the biggest player in the global confectionary market. At present, the company is the third largest confectionary group of the world largest in the Asian markets. With 19,000 employees and 40 companies all over the world, Perfetti Van Melle is active in Asia Pacific, Europe, the Middle East, North and South America. The company head quarters are located in Lainate (Italy) and Breda (The Netherlands). Most of the brands are known and widely used on the five continents: **Mentos, Frisk, Fruittella, Alpenliebe, Golia, Happydent, Vivident, BigBabol, Airheads, ChupaChups and Smint.**

During the scope of international investment, Perfetti performed for the first investment in Turkey in 1988, started production the in the factory in Istanbul in 1990 and presented may innovations to the chewing gum – confectionary sector. The product range of Perfetti Van Melle consists of Vivident, preferred by chewing gum lovers for its innovative products; Mentos, the only crunchy sugar coated candy in Turkey and the world; bubble gum Big



Babool; Centerfresh, a chewing gum with juicy filling which started a new era for chewing gums at the beginning of the '90s; Happydent, Chupa Chups and soft candy Fruittella. Today, thanks to regional directorates in seven important regions, with its own sales organisation and with dealers in almost every province, the products can be obtained in 130,000 sales points.

1032 people are employed in Perfetti Van Melle Türkiye and 70% of this number consists of production personnel. Even during the crisis, the production need increased and Perfetti Van Melle opened a second factory and increased the number of employees by 60%.

As a production facility, Perfetti Van Melle has been in the forefront in Turkey and in the Perfetti Van Melle global context, especially during the last five years. Exports from Turkey take place to more than 60 countries in the world.

Detailed Information and Contact:

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