

For Immediate Release

## **New leader at the helm of Swire Coca-Cola HK Limited**

Richard Gould appointed as Director and General Manager for  
Swire Coca-Cola HK

**13 June 2024, Hong Kong:** Swire Coca-Cola Limited (SCCL) today announced the appointment of Richard Gould as the Director and General Manager of Swire Coca-Cola HK Limited (SCCHK). The appointment, effective 1 June 2024, comes as SCCHK continues efforts to strengthen its commitment to customer focused products and solutions, and world-class service and execution for the Hong Kong market.

Richard Gould is a global business leader, having held several leadership roles across Swire Coca-Cola's head office and Chinese Mainland operations.

Richard started his tenure with Swire Group at Swire Pacific Offshore, where he was deeply involved in operational and commercial roles that honed his expertise in operations management and commercial development across a variety of international settings including Singapore, Europe, the Middle East and Australia. Following this, he joined Steamships Trading Company Limited in Papua New Guinea, focusing on group investments and divestments. He joined Swire Coca-Cola as General Manager for strategy, and then grew his experience in the bottling business at the Hainan bottler, prioritizing staff, and community well-being as they charted their course through the COVID-19 pandemic.

Most recently, Richard served as the General Manager Digital & IT for Swire Coca-Cola's global office, based in Hong Kong. Here, he led Swire Coca-Cola's global digital & IT team to deliver transformative systems and capabilities, enhancing the company's reputation for innovation and digital leadership in the bottling industry.

"We not only have a responsibility to deliver the everyday business, but we must also lead our team and our company into the future. I believe that the best way to do this - to build a platform for sustainable growth - is by winning with our customers every day." said Richard when sharing his ambitions on his new role.

"Hong Kong is an important growth market for us, our legacy for this industry was built from here. There are many opportunities to continue to innovate our delivery and reach to our customers. We are happy to welcome Richard to this role and believe his experience and track record will be invaluable to build on our solid growth path", said Hunter Jin, CEO Swire Coca-Cola Limited, South East Asia, Hong Kong and Taiwan region (SEAHKT).

At the same time, SCCL announced Richard's predecessor, Connie Yeung will assume a regional role as General Manager, Commercial Planning for the South East Asia, Hong Kong and Taiwan region (SEAHKT).

### **About Swire Coca-Cola HK**

Swire Coca-Cola HK, the authorized bottler and distributor of The Coca-Cola Company in Hong Kong since 1965, making us the leading non-alcoholic beverage manufacturer

in the region. In 1991, we built the world's tallest bottling plant in Shatin, standing at 147 metres tall with 18 floors and over 70,000 square metres of floor space.

SCCHK refreshes Hong Kong with endless beverage choices. We serve about 20 beverage brands and over 80 products to 7.5 million people.

### **Media Enquiries**

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### **Photo Caption:**

Photo 1



Richard Gould was appointed as Director and General Manager of Swire Coca-Cola HK.