

# New role of Procurement

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Asahi Breweries Europe Group  
eBF 2019



# Asahi Breweries Europe Group

**Asahi**

Go to [www.menti.com](https://www.menti.com) and use the code: xxxxx

HOW DO YOU FEEL THIS  
MORNING ?

Go to [www.menti.com](https://www.menti.com) and use the code: 32 46 16

WHAT IS THE YEARLY  
CONSUMPTION OF BEER PER  
PERSON IN CZECH REPUBLIC  
(liters per capita)?

121

143

165

Go to [www.menti.com](https://www.menti.com) and use the code: 32 46 16

WHAT DO YOU EXPECT TO  
LEARN TODAY ?

## Mission:

To deliver on our great taste promise  
and bring more fun to life



BEER



WHISKY



SOFT DRINKS



FOOD



# We have a **rich history...**

**Asahi**

**1889** Osaka Beer Brewing Company

**1892** Asahi Beer

**... and  
a new  
beginning  
in 2017**

**Europe**

**1629** Tychy

**1718** Timisoara

**1842** Pilsen

**1854** Budapest



1842

1987





# Asahi in Central Europe

**5**

Production  
countries

**11**

Brewery  
sites

**60**

Export markets

**7,400**

People

**33 million**

Hectolitres of beer per year

**Kompania  
Piwowarska**  
Poland

**Plzeňský  
Prazdroj**  
Czech Republic

**Dreher  
Sörgyárak**  
Hungary

**Plzeňský Prazdroj  
Slovensko**  
Slovakia

**Ursus Breweries**  
Romania

**EXPORT**

Asahi Brands Europe

AE Brands Korea





Asahi

Japan

Czech Republic

Slovakia



Poland

Romania

Hungary



TRANSACTION

PASSIVE

SHORT TERM

SUPPORTING ROLE

COST

TRANSFORMATION

PROACTIVE

LONG TERM

STRATEGIC ROLE

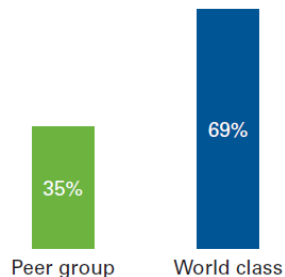
VALUE



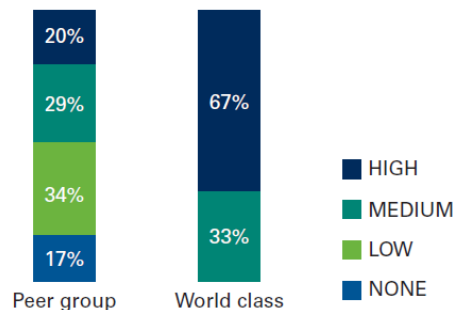
# Procurement Journey

## Procurement technology enablement and integration

Percent of total RFPs, RFQs, and RFI created, distributed and received from suppliers electronically

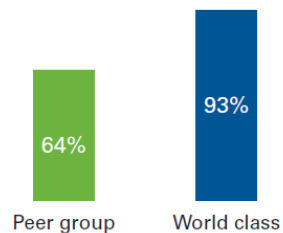


Level of integration between procurement applications

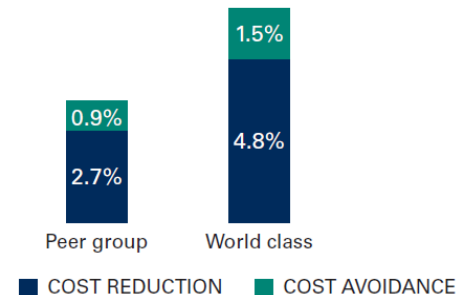


## Procurement effectiveness metrics: Spend influence, savings, data maintenance

Percentage of spend influenced by procurement organization



Cost reduction and cost avoidance savings as a percentage of total spend



# Procurement Journey



**Strategic  
business  
advisor**

New systems  
supporting  
buying  
decisions

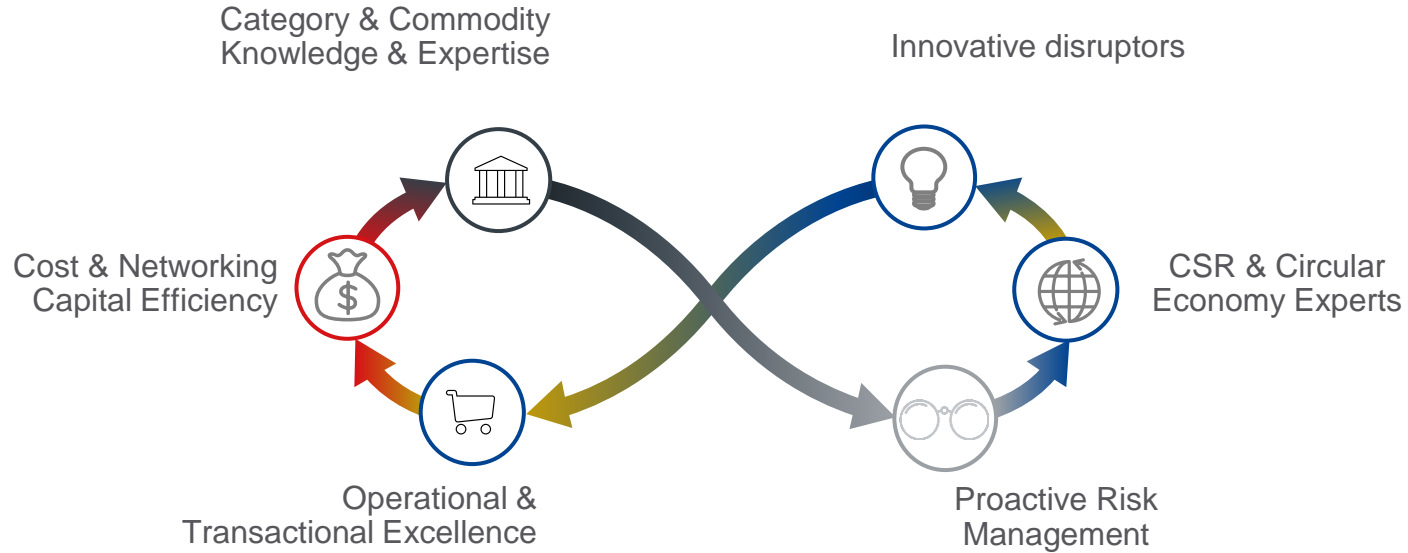
**New rules  
for effective  
buying**

Bringing  
bigger  
savings

**Unique  
position  
between  
internal &  
external  
world**

**New role  
of  
procurement**

# New strategic role of Procurement





# eBF Day 1 Agenda

## Asahi Stage: New Role of Procurement



9:00 – 11:00

Proactive risk management

PETRA VRBOVÁ



Sustainable Procurement

LEOŠ VRZALÍK



11:20 – 13:00

Category & Commodity Knowledge

MIKOLAJ KUC



Robotisation brings efficiency to  
your operational/ transactional  
procurement needs

MIRKO EINERT/PETER GOMES

SIEMENS

Innovation in procurement

MARCIN ZBOROWSKI



15:30 – 17:00

New Ages of Procurement - workshop

TOMÁŠ VEIT/MICHAL KRISTIŇÁK



The background of the slide is a solid blue color with a repeating pattern of white line-art raspberries. The raspberries are arranged in a grid-like fashion, filling the entire background.

# Thank you!

<http://www.asahibreweries.eu/>

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