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Marching towards a Technology and Analytics Empowered Consumer Goods Company



Time: May 13th, 2021 14:00-17:00 (Beijing Time)

Venue: Zoom (Link will be sent via a confirmation email)

Faced with severe challenges posed by the Covid-19 outbreak and the industry rapidly undergoing digital transformation, Budweiser APAC's top priority now is to expand its digital services for effective engagement with its business partners and customers and sustain its business model.

By working closely with internal and external stakeholders, Technology & Analytics team empowers Sales, Marketing, Procurement, Supply and Logistic, Finance, Legal and Corporate Affairs, and People functions to build up real-time sales intelligence, drive more

beer consumption, identify key drivers for operation optimization, profile consumer behavior, and standardize selection quality through AI interview assessment, among other tasks.

The guest speaker will deliver an informative talk regarding the power and significance of technology and analytics by sharing Budweiser APAC's best practices.

About the Guest Speaker

Wouter Peeters

Vice President, Technology & Analytics, Budweiser Brewing Company APAC

Wouter assumed the role of Vice President, Technology & Analytics at Budweiser Brewing Company APAC, from October 2020. Wouter, who joined the company as an ABI Global Management Trainee, has over 13 years of experience in Solutions, Sales & Strategy in Global, Europe and APAC zone. His previous roles include High End Sales Director South Asia and Global Director GCC.

Wouter now leads the digital transformation of Budweiser APAC by applying leading technologies and analytics to engage with its business partners and consumers, to transform its business management model, and to re-design the E2E architecture from Commercial Supply to Logistics across the board.

About the Company

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD).

The company is committed to driving growth that leads to better living for more people in more places. Through brands and experiences that bring people together. Through the dedication to brewing the best beer with the best ingredients. And through the commitment to helping farmers, retailers, entrepreneurs, and communities grow.

Its diverse portfolio of well over 500 beer brands includes global brands Budweiser, Corona and Stella Artois; multi-country brands Beck's, Castle, Castle Light, Leffe and Hoegaarden; and local champions such as Aguila, Antarctica, Bud Light, Brahma, Cass, Chernigivske, Cristal, Harbin, Jupiler, Klinskoye, Michelob Ultra, Modelo Especial, Quilmes, Victoria, Sedrin, Sibirskaia Korona, and Skol.

At present, AB InBev has 35 world-class breweries in more than a dozen provinces in China, with a total of nearly 19,000 employees. The diversified business layout and balanced development in mature and emerging markets have enabled Budweiser to give full play to its comprehensive advantages and continue to achieve impressive results. According to 2018 statistics, Budweiser's total global revenue reached US\$54.6 billion (excluding joint ventures and affiliates).

Budweiser Brewing Company APAC Limited was the largest beer company in Asia Pacific by retail sales value in 2018. The company produces, imports, markets, distributes and sells a portfolio of more than 50 beer brand. Its portfolio includes Budweiser, Stella Artois, Corona, Hoegaarden, Cass and Harbin. The principal markets of the company are China, South Korea, India and Vietnam.

The seminar will provide students with:

- An Overview of Budweiser APAC's Digital Transformation Journey
- Best Practice Sharing
- Future Perspective

Credit: 0.25 ECTS for CEMS students, 0.25 Tsinghua Credit for Tsinghua MiM students.

If you are interested, please sign up through the link <https://www.wjx.cn/vj/m4OhgHX.aspx> before **7:00pm on May 12th, 2021**.

Source: School of Economics and Management

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