

People Diversity Driving the Procurement Success

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CEE e-Procurement Summit 2019, Šamorín



Asahi Breweries Europe Group

Asahi

11 breweries





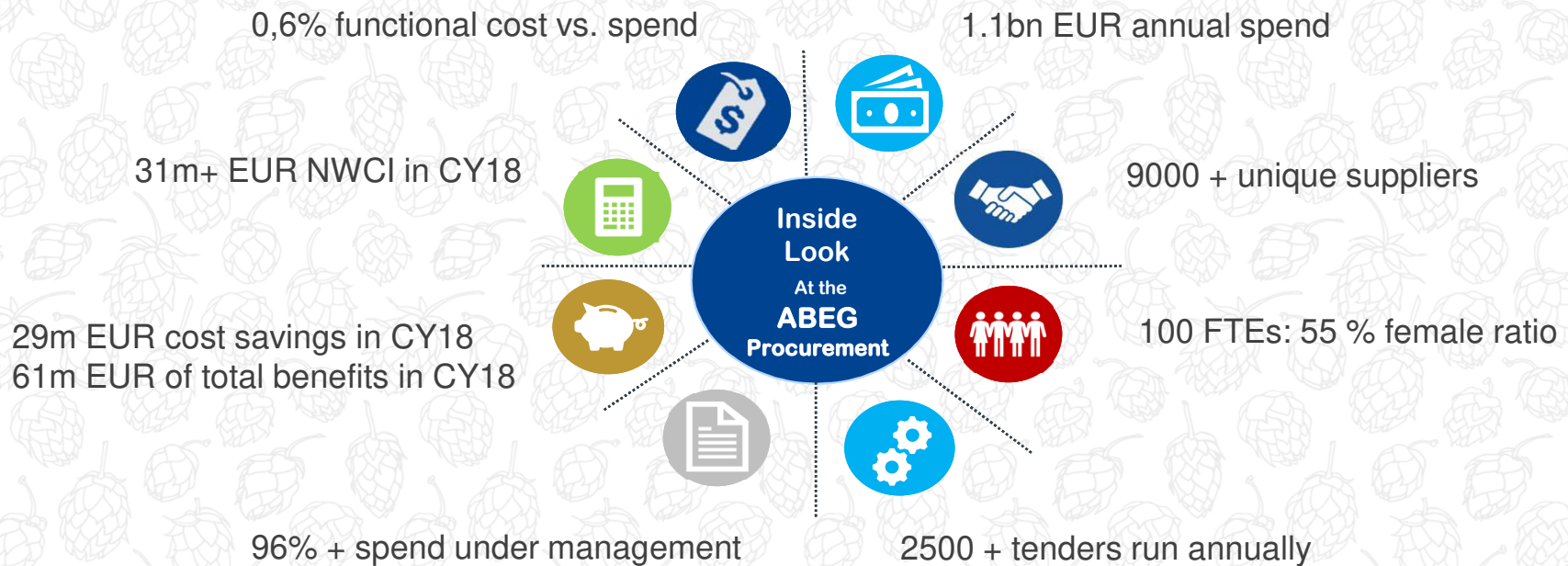
Asahi



60
Distribution markets

33 mio
Hectolitres of beer

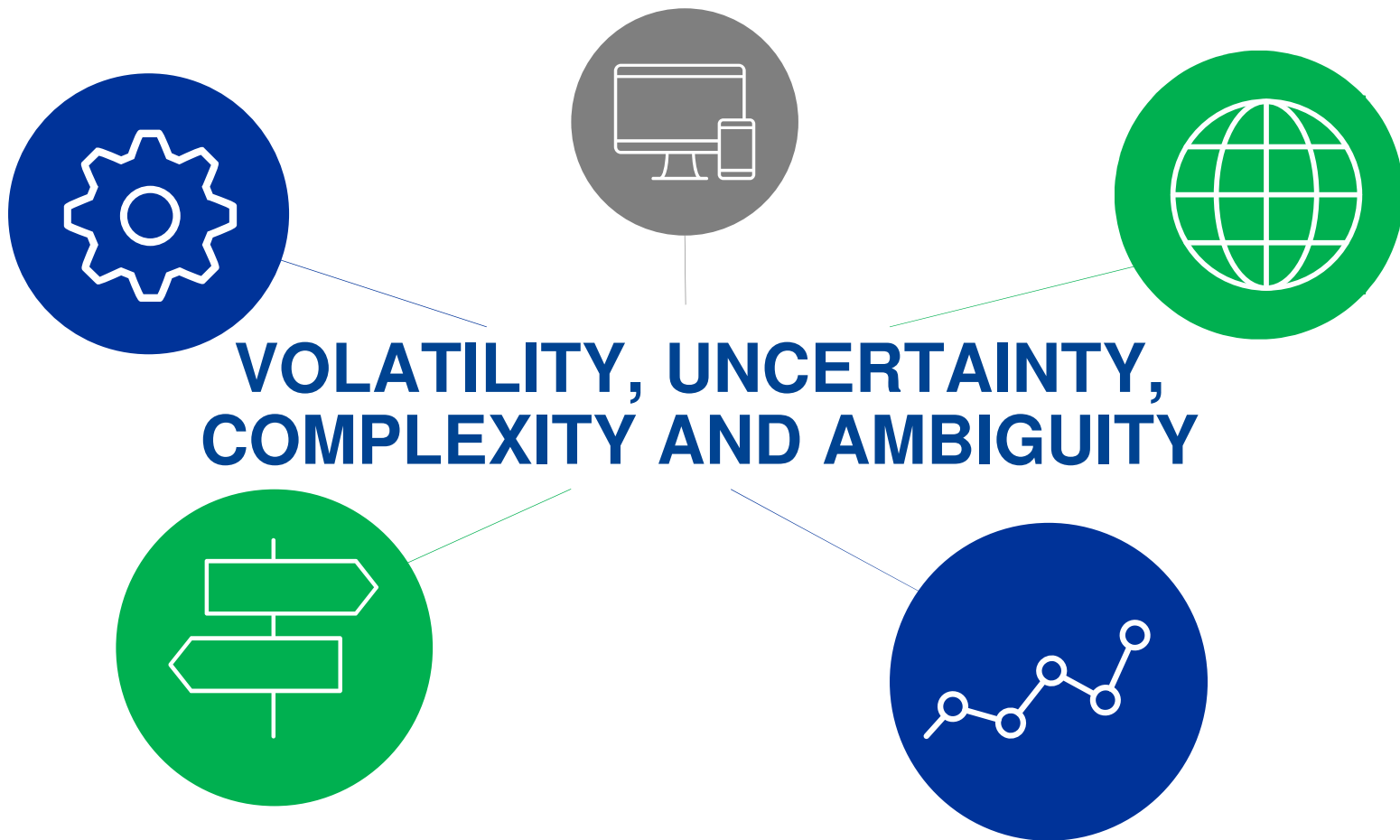
ABEG Procurement function in numbers





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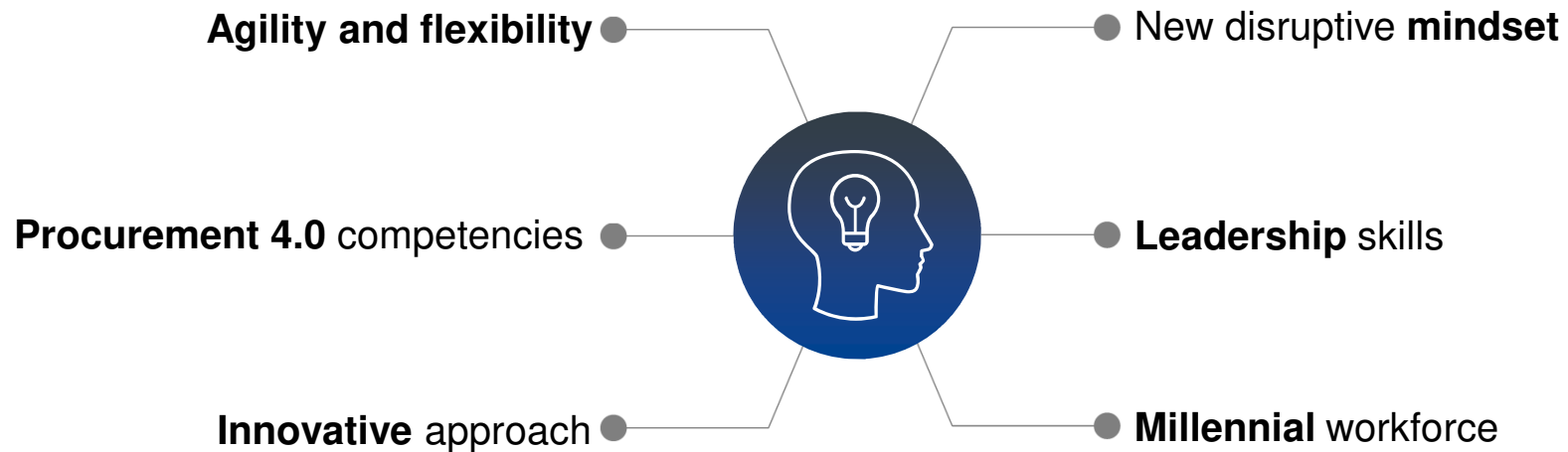


People are key part of addressing new challenges

NEW ABEG PROCUREMENT 4.0



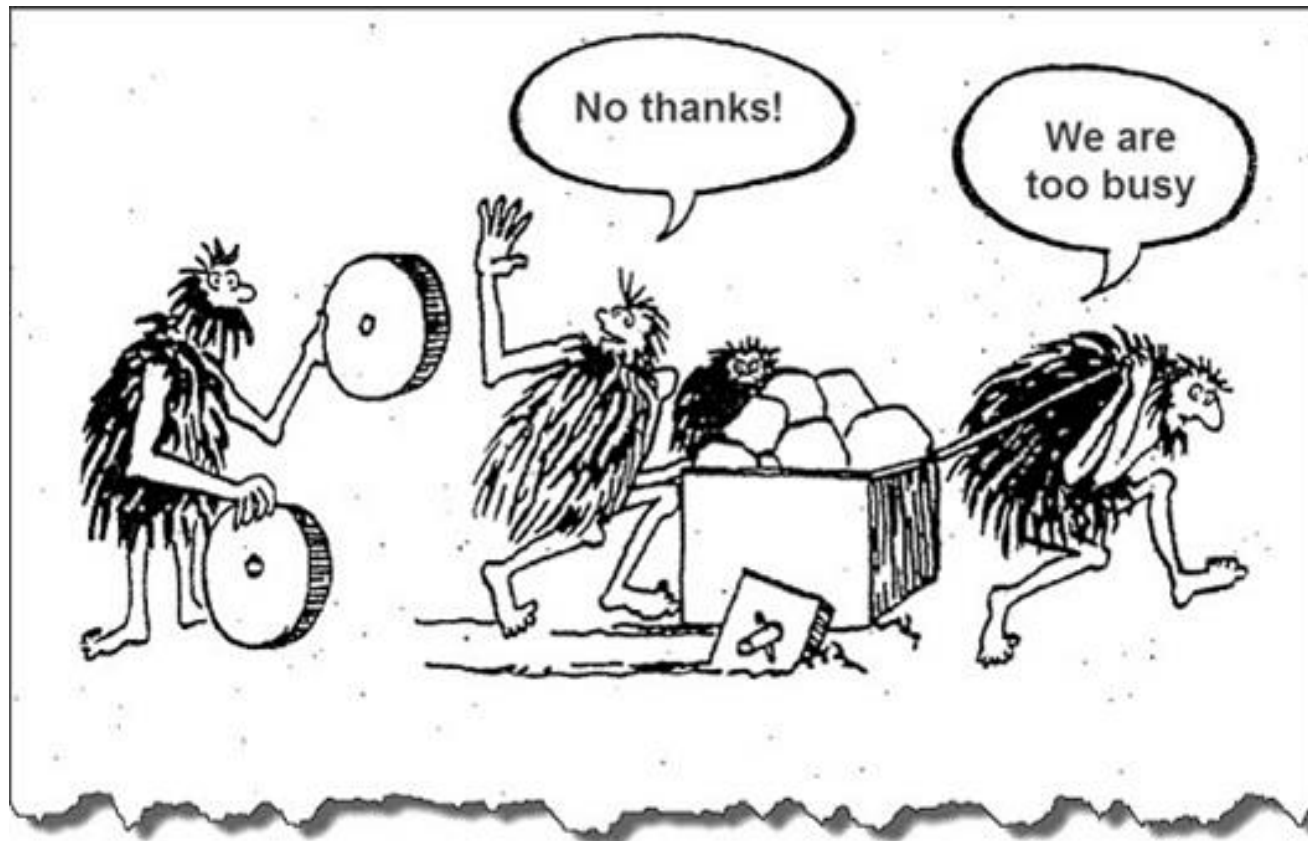
New generation of Procurement People...



CURIOUS INSIGHTFUL INNOVATIVE SUPPORTIVE AMBITIOUS EFFECTIVE INSPIRING INFLUENCING DISRUPTIVE



NEW MINDSET
↓
NEW OPPORTUNITIES



Natural diversity split

GENDER

% WOMEN in
TEAMS /
LEADERSHIP
RATIO



GEOGRAPHICAL / CULTURE

nationalities

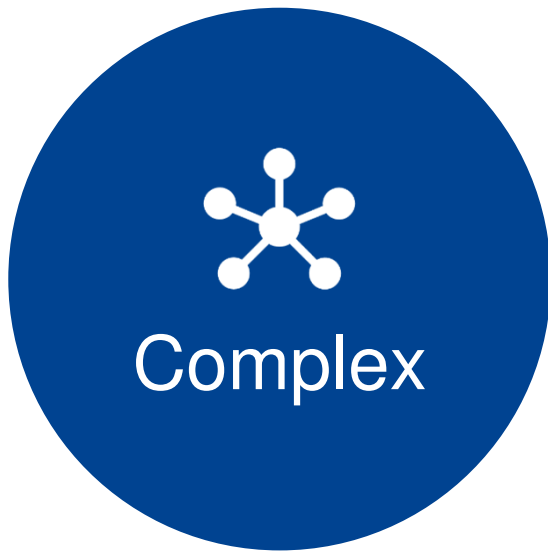


GENERATION

Z 1996 - 2012
Y 1981 - 1995
X 1963 - 1980

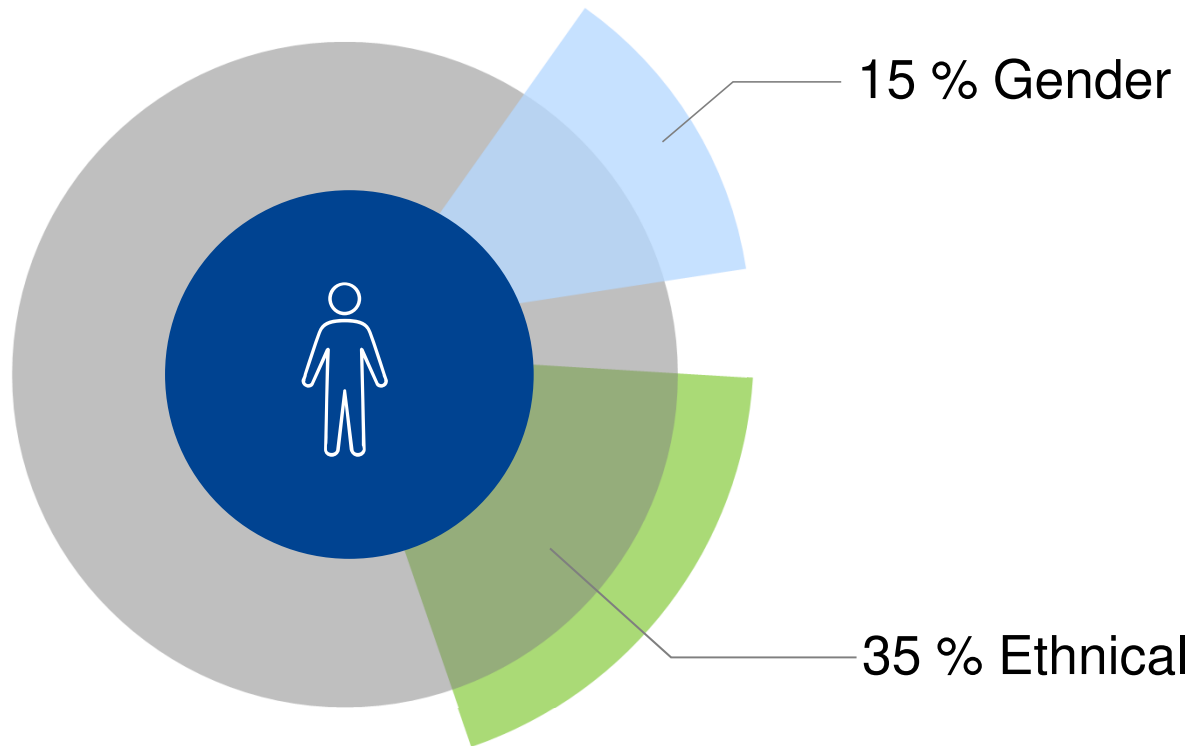
Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Corbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 SMS Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

Any diverse team is more...

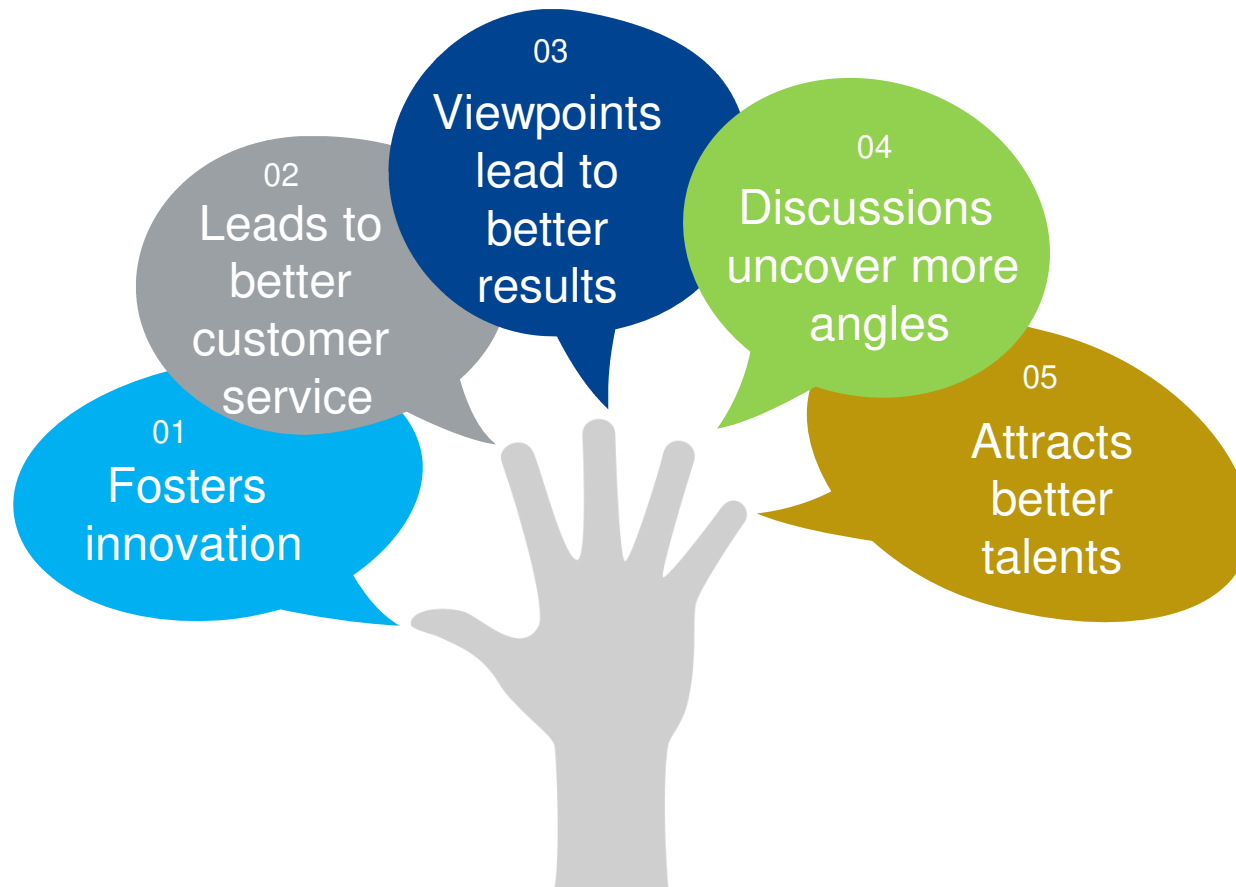


...to manage, but...

... delivers significantly higher performance



Diversity impacts performance in many ways





Thank you!

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Asahi



**Enjoy your day in
Šamorín!**

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