

EMRC International interviewed **Heineken's.....**, who will be a key speaker at the upcoming **Africa Finance & Investment Forum 2012**:

1. Heineken's work in Africa is well known and has been going strong for the last 40 years. As the new Heineken President for Africa and the Middle East what are your priorities and objectives for the continent during your mandate?

Africa offers tremendous opportunities for fast moving consumer goods such as our branded beer products. HEINEKEN has the intention to fully participate in the ongoing African growth story and we are well equipped to do so as we have been active in Africa since the 1920's. Growing with the continent means that we invest in creating a sustainable position which includes investing in our breweries and their footprint, taking care of our people and their families by ensuring access to health care, and by making sure we have a positive impact on and continuously stay connected to the communities in which we operate. In addition we invest in the continent by sourcing as much as we can locally, whereby we strengthen the African agriculture and industry.

2. What are the biggest challenges faced by Heineken in terms of "doing business in Africa"?

As said emerging markets are characterized by their high growth perspective and this leads to pressure on the current and sometimes weaker infrastructure. That makes doing business in Africa challenging at times, but this is no different in Africa as in any other emerging market. The situation is improving in many countries as we speak and as HEINEKEN has been operating in Africa over a hundred years we quickly learned how to overcome these hurdles where they remain.

3. What will you be highlighting at this year's Africa Finance & Investment Forum?

During this year's Forum I want to emphasize that the combination of population growth + increase of disposable income + stability offers major opportunities for international companies operating on the African continent. The African story is really a positive and future oriented, empowering one. During my presentation I will further focus on our commitment to source 60% of our raw materials in Africa by 2020. In order to reach this goal, we work together in Public Private Partnerships whereby we train farmers and ensure a steady demand at an agreed price. By doing so, we improve the agricultural sector in the countries in which we operate, increase farmers productivity and yield and thus livelihoods and incomes of those farmers. At the same time we secure our own supply and improve our carbon footprint. This is truly a win-win and a great example of how to translate the concept of 'growing' with the continent



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