



ABInBev

**INVESTOR
SEMINAR**

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Best Practice

PRESENTER**TOPIC****ROOM NO.**

John Hsu & Kohei Noda

Corona case in China

Room 1

Lucas Herscovici

La Fabrica

Room 2

Jason Warner

UK turnaround

Room 3

Christina Choi

Global “Buy A Lady A Drink”

Room 4

Jerome Pellaud

Global craft & specialties

Room 5

Fabio Martinelli

LAS case study

Room 6

Richard Oppy

Great Northern/Australia portfolio strategy

Room 7

Brendan Whitworth

Michelob Ultra growth in the USA

Room 8

Francisco Prisco & Ilan Sobel

Connected POC

Room 9

Martin Suter

China eCommerce: A Pillar of Expansion

Room 10

Booths Presentation

8

min

+

2

min

+

2

min

Presentation

Q & A

Move



LISTEN FOR THE BELL TO MOVE

ABInBev

Logistics to the Booths Presentation

Group identification
on your badge



Find your usher
outside the venue



Follow your guide



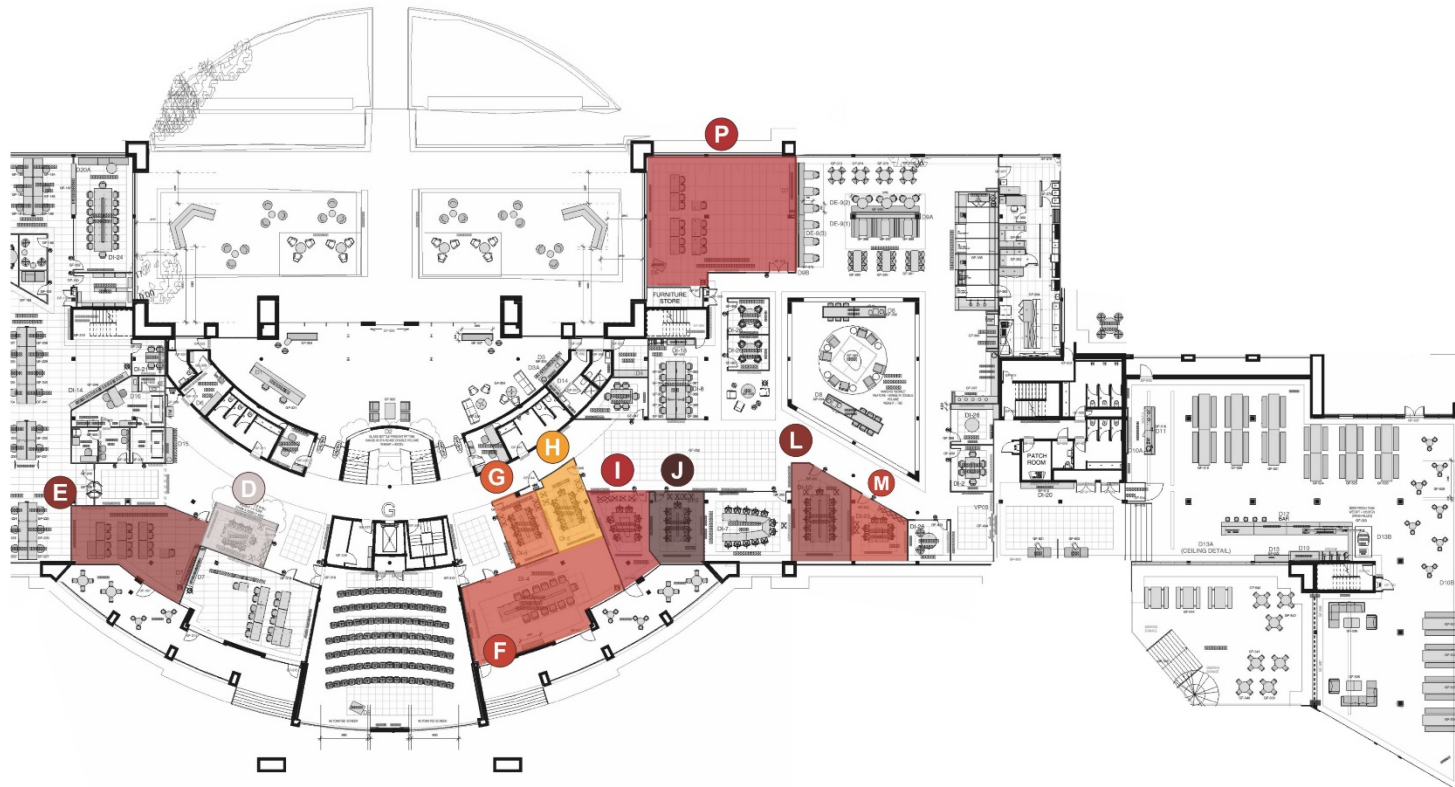
Meet back here @

12:30

Your Group is on your Badge



Visit Map



- D** LA FABRICA: Castle Lager
- E** CORONA IN CHINA: University Training Room 1
- F** UK TURNAROUND: Bud
- G** GLOBAL BUY A LADY A DRINK: Stella
- H** GLOBAL CRAFT & SPECIALITIES: St Louis
- I** LAS CASE STUDY: Impala
- J** GREAT NORTHERN: Hero
- L** MICHELOB ULTRA GROWTH IN THE USA: Club
- M** CONNECTED POC: Mosi
- P** 1 X 1 OMNI MARKETING: University Training Room 3





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