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Heineken UEFA Trophy Tour turned Algiers upside down

The UEFA Champions League Trophy Tour 2009 presented by Heineken, has passed through Algiers on the 11th and 12th of March and definitely not unattended. The Trophy Tour is now heading to Egypt and South Africa.

The Algerian leg of the UEFA Trophy Tour, held on the idyllic seafront location at the Sheraton Club de Pins Resort and Towers in Algiers, was a further resounding success to the African Event. The trophy was presented for invites only. Different activation, via websites for example, gave consumers the chance to join the party. 'That created a lot of buzz in the community prior to the event', says Ward Goderie, AME Trophy Tour Manager. 'There was a lot of excitement about the famous trophy coming to Algeria.'



Tango General Manager Hans Neven and UEFA Trophy Tour Ambassador Rabah Madjer unveil the Trophy.

Famous ambassador Rabah Madjer

The event, held over two days, kicked off with a press conference followed by two VIP evening events with the public. Algeria's UEFA Trophy Tour Ambassador was national legend Rabah Madjer. He was famous for his audacious back-heeled goal for FC Porto in the 1987 European Champion Clubs' Cup final which helped to overcome FC Bayern München in Vienna, and African Footballer of the Year that same year.

'Madjer took delight in bringing the Trophy back to his homeland after proudly winning the competition with Porto', says Goderie. 'He is a hugely revered and popular man with the Algerian public. People were keen to have their opportunity to get an autograph and have their photograph taken with one of their heroes.'

'Madjer took delight in bringing the Trophy back to his homeland.'

Delight

Rabah Madjer was a delight throughout, willing to speak to as many people as he could, dealing with the press in a very professional and amiable manner, Goderie continues. 'He was even conducting a live radio interview immediately after the press conference and delighting the crowd when he performed on stage with another football skills performer which he obviously enjoyed immensely.'

Plenty of entertainment

After Rabah Madjer had left the event there was plenty of entertainment to keep the happy guests engaged. Goderie: 'As mentioned previously, a world champions football skills performer wowed the crowd with a mixture of tricks and performance

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to music, as well as challenging members of the crowd to a one-on-one encounter, which many were truly embarrassed and mesmerised by.’ Additionally the crowd was able to enjoy acrobatic performing artists, percussion artists who added a real flavour of Algeria to proceedings and DJ’s, as well as the usual memorabilia displays and pillars which gained huge interest from what seemed to be a hugely knowledgeable crowd.

The Algeria leg of the Trophy Tour was a very successful event which was illustrated by the steady flow of 2000 guests arriving throughout the day and night. ‘It was an event that brought the UEFA Champions League experience to another new market that was genuinely grateful for the opportunity to revel in the proceedings’, concludes Goderie.

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People get their picture taken with the trophy.

HeiCore goes live in ABC

After intensive preparations and hard work, HeiCore (SAP ERP) went live in Al Ahram Beverages Company this January. Over there, they are talking about one of the most excellent achievements of last year. Time to call Jaylane Garas, IT Manager and Deputy “Pharaohs” Project Manager, because she knows all about it.

Jaylane, what exactly is HeiCore?

‘HeiCore is a Heineken common system running on SAP ERP: Enterprise Resource Planning. This system runs the main functions of the business: sales, supply chain (purchasing, logistics, production planning and production, quality), plant maintenance, finance, and controlling. HeiCore has around 250 standard processes designed and developed by Heineken and the approach is to ‘roll-in’ those standard processes in all of the different OpCos.

Heineken has a standard way of working and they want all their different OpCos to run their business the same way.’

‘We are more Heinekenized.’

You all had quite a job to fulfil?

‘Yes indeed! This 14 months project had the support of a huge project organization of more than 60 people from ABC, 20 people from Group IT and 15 from our partner the SAP consultancy firm BCC. We needed a complete professional approach as ABC has a very complex structure with over 16 legal entities, more than 120 different products and 4 different production lines: beer, soft drinks, wine & spirits and malt. On top of that, we have two different ways of selling: the normal standard sales process and the route truck

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sales. So, you can imagine the complexity of having to reflect all this in the system.'



From left to right: Metod Zelinka (Project Manager, Group IT), Jaylane Garas (Deputy Project Manager, ABC), Michal Jasinski (Project Manager, BCC), Michel van den Bogaard (CFO and Project Manager, ABC).

Yes! So why doing it?

'Well, since 2006 a major turn around started to take place in our company. We became more 'Heinekenized'. However, in order to catch-up with the changes that were happening, we had to accommodate the business with system solutions that can help increase efficiency and productivity as well as create more transparency and availability of data. We had to make a huge investment in improving our existing system (Oracle). When the former Group IT director brought us a visit, we discussed the matter and he explained us that the approach of Heineken is to move all OpCos to the common systems, in this case HeiCore. So instead of investing in a system which will be replaced anyway, why not start now with HeiCore? That's how it all started.'

What is its strategic value?

'Transparency, fast and easy access to data, more automation, less paper procedures, less dependency on individuals to generate reports, and availability of decision support system to help the management team take fast decisions. In a fast moving consumer goods business, this is what is needed. Speed of decision making by easy access to accurate data.'

And what direct convenience brings it to the people and the company?

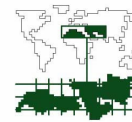
'More automation and less bureaucratic manual procedures is giving the people more chance to spend their time and effort in value added activities such as data analysis rather than spending most of the time in data entry which was taking 80% of people's time. This also brings value to the company by having more efficient individuals.'

Why is it such a big achievement for Al Ahram?

'SAP is a very complicated system which requires a mature and disciplined organization. It is easy to treat such a project as an IT project. However in ABC, what was amazing was that this was a total organization project. Everyone was involved, the management team had HeiCore in their weekly meeting agenda, line managers were on top of things; it was an excellent business project. We have over 500 users working with the system now. Training people in the English language and teach them computer skills to be ready for the system was quite an achievement. We thought we were not ready yet for such a challenge. Our management had doubts at the beginning but ABC was chosen to be the first HeiCore roll-in in the AME region so our CEO gave a simple message "there is no room for failure!" Having the spirit of ownership and success led to excellent results. Egypt is recognized by Heineken for having the best implementation ever. We are very proud of what we achieved.'



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ABC's project organization.

For more information, please contact Jaylane Garas: jgaras@alahrambeverages.com

How golden is Golden Brau in Tunisia?

Golden Brau has been launched on the Tunisian market on November 1st 2008 in 24 cl cans and 32 cl returnable bottles. 'So far', says Sonobra General Manager Guillaume Duverdier, 'we have sold more than 25,000 HL during the four winter months. That is in line with our expectations.'

Up until this moment, Golden Brau has been very well received by consumers and customers. Its taste (less bitter than monopoly beer Celtia), its content (malt only, where Celtia puts 'maize' into its beer), its higher alcohol content (5,3%), its origin (Austria), and its aggressive marketing (POS materials, tasting in bars etc.) have been the winning pillars.



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‘Our strong position has allowed us to launch Golden Brau at an index price of 103-105 versus the Celtia brand monopoly’, explains Duverdier. ‘And the higher pricing is so far well understood by consumers. Market share results are in line with our estimate, with a higher market share in off-premise than on-premise.’

‘Sonobra is a strong contender to the ex-monopoly.’

Favourable conditions

The Heineken brand is getting brewed and bottled as we speak. Duverdier: ‘We are waiting all the favourable conditions, like stocks, distribution and timing, to decide the D-day for commercial launch.’

However, we expect to be on the market in a few weeks when the consumption season really takes off in Tunisia.’

Like everywhere in the world, Heineken will be positioned as premium brand. ‘We have the ambition to quickly take the premium segment leadership in Tunisia’, says Duverdier full of confidence.

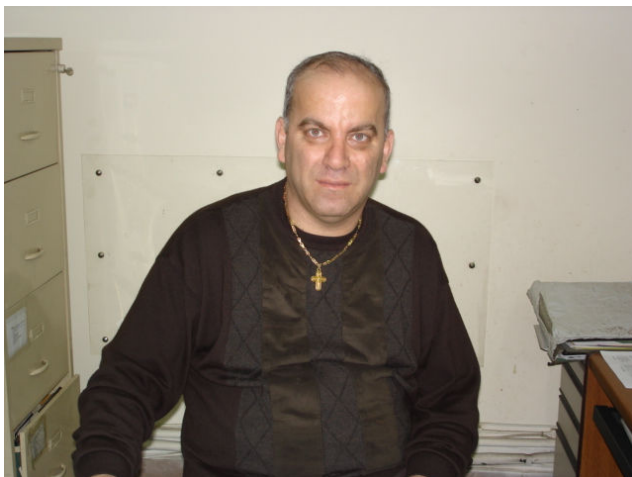
Strong contender

He finishes: ‘Sonobra has created more than hundred direct and indirect positions now, being occupied by young talented, motivated employees who take pride in establishing Sonobra as a strong contender to the ex-monopoly.’

For more information, please contact Guillaume Duverdier: guillaume.duverdier@heineken.com

Almaza’s Georges Rayess shares knowledge with other breweries

Georges Rayess is working at Almaza for over 31 years. He has been assigned to perform several positions there. Since a few years he has been appointed as BCS coordinator and as of 2008, he is handling the position of support supply chain manager. With experience like that, Georges has valuable information at his disposal. That’s why Heineken is getting benefit from his knowledge in other breweries, like in Tunisia and Algeria.



Georges Rayess in his office.

Georges started his job in 1977 as a lab technician when he was 18 years old. During his work, he followed a study Chemistry at the university of Beirut and received training at Heineken-Den Bosch and Schiltigheim. After some time, Georges became respectively the brewing manager and assistant to the technical manager. He held the last position for over twenty years. When Heineken took over Almaza a few years ago, he became the BCS coordinator then appointed to hold the responsibility of support in the supply chain.

‘Of course I like my job!’

Always around

Working for over 31 years at Almaza. You must like your job! ‘Of course I like my job’, says Georges firmly in answer to our remark. ‘Let me tell you that my father and uncles served Almaza for many years before I joined them. I am aiming for another 30 years. I live on the plant, almost inside the brewery so to speak, and always around to solve problems day and night. I feel very connected to this job and the brewery. I am like a fish in the water here.’

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Optimum production schedule

He explains more about his role. 'Being the planner of the brewery, I manage the demand planning and production materials in order to ensure an optimum production schedule. That means aiming to reduce costs, to ensure high quality products and receivables just in time. It's my responsibility to make sure that there is no shortage and that our customers stay satisfied. Also, I am the 5 S team leader. Our complete staff is responsible for good housekeeping of the brewery, a part of Total Productive Management.'



The 'total clean out' of the bottle filler. Georges (third from the left) and his team.

No errors

Georges is also Almaza's Brewery comparison System coordinator. He is responsible for data collection and validation, and for benchmark information between Almaza and other Heineken breweries. Each BCS coordinator has to submit a quarterly report on all these indicators. During the past five years, Georges didn't make any errors in

reporting. 'That is probably one of the reasons that Heineken asked me to become a world wide tester', he says.

Help

Last year, Heineken Group Supply has sent Georges over to Tunisia and Algeria to implement BCS and to help the local staff starting up, share ideas and assist them during the analyzes. 'They're quite new in this system', says Georges. 'As Tunisia is a brand new plant, I went there for supervising the start up of 1st brews and training the staff and lab technicians.'

'Whenever you have a problem, divide it into small parts and then solve it.'

The existing brewery in Algeria also needed implementation of BCS. 'We started up the program. Now, I am assisting them on data collection concerning losses, consumptions, number of workers, lab – and beer results, having the literacy of speaking and writing English, French and Arabic.'

Motto

Helping people by giving them good advice. But what is the best advice you have ever received? George: 'Whenever you have a problem, divide it into small parts. Start with solving little things first and then go for the whole problem. Also, apply good time management. If you don't do that properly, you will never do it.' However Georges keeps in mind many advices, he concludes by saying that he has only one daily motto: 'We can do it. No matter what the obstacles are.'

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For reactions on the MENA Newsletter, please contact any member of the MENA Management Team or the editor, Emilie van Steen via suzanne.nijholt@heineken.com