

Erasmus Placement at Heineken

Dirk Lubbers | Myriam Marouli

HEINEKEN | The Beginning



● Myriam Marouli

Born and raised in Heraklion, Greece. Student in the Department of Product & Systems Design Engineering in the University of the Aegean. Interested in information design, exhibition design, communication design, branding, art, human computer interaction.

Contact info
myriam.marouli@heineken.com

● Myriam Marouli

HEINEKEN | The Beginning



HEINEKEN | Heineken Experience

Dirk Lubbers

10 years at Heineken

Event Services

Heineken Experience

HEINEKEN | Proud, Independent, Responsible Global Brewer

The world's most international brewer

- No 1 in Europe and No 3 in the world
- Operations in 71 countries globally

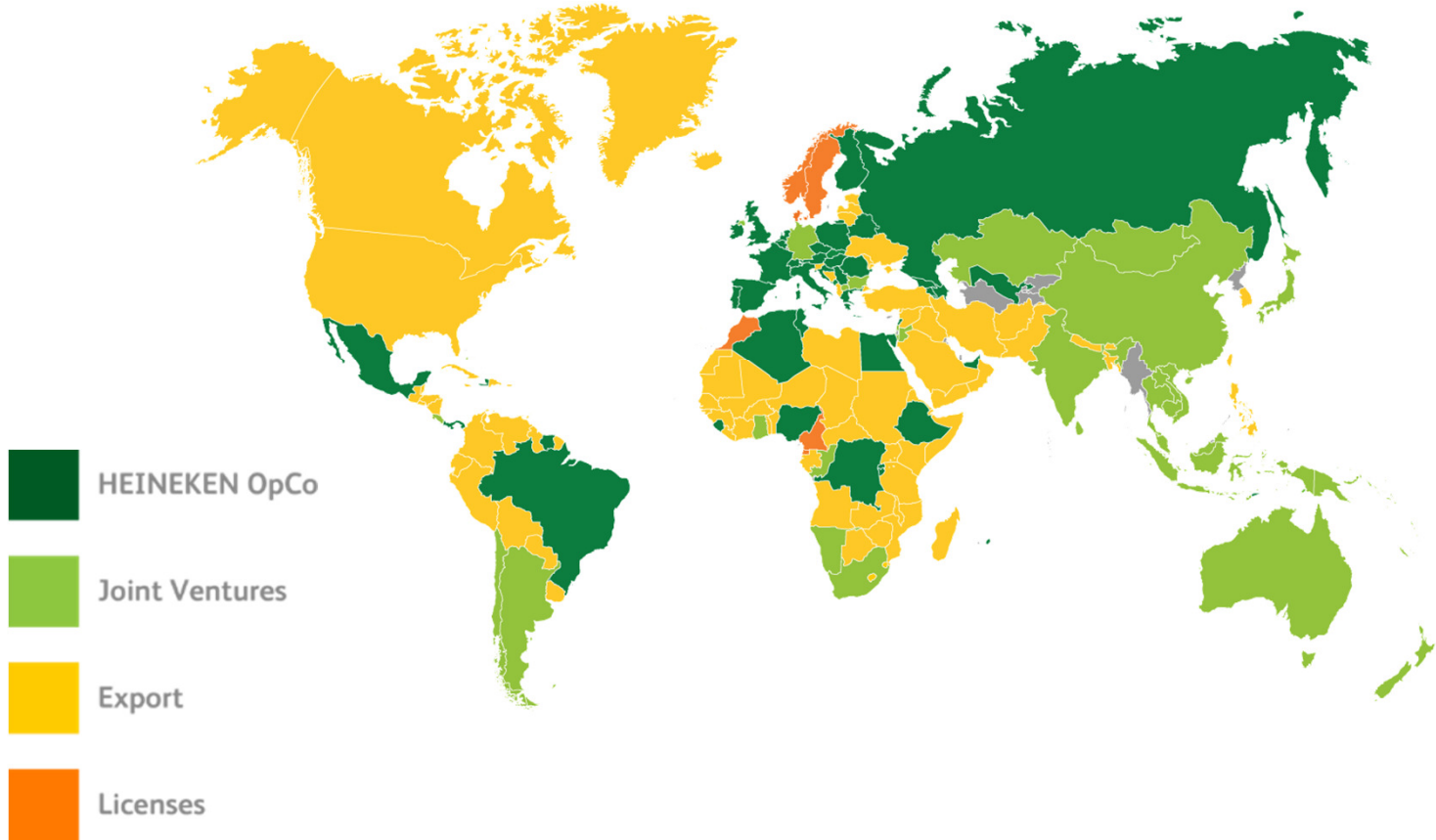
Brewing great beers, building great brands

Committed to surprising and exciting consumers everywhere

Long and proud history and heritage



HEINEKEN | Truly Global Presence



>140 breweries
in 71 countries

70,000
employees

Group Beer
Volume in 2011:
214 million hl

HEINEKEN | Our Values

The Enjoyment
we bring enjoyment to life

Respect
for individuals, society and the planet

Passion
for quality



Priority | Drive Personal Leadership

71 operating companies

70,000 employees

One HEINEKEN culture driven by

- Diversity
- Capability
- Pride



HEINEKEN | Heineken Experience

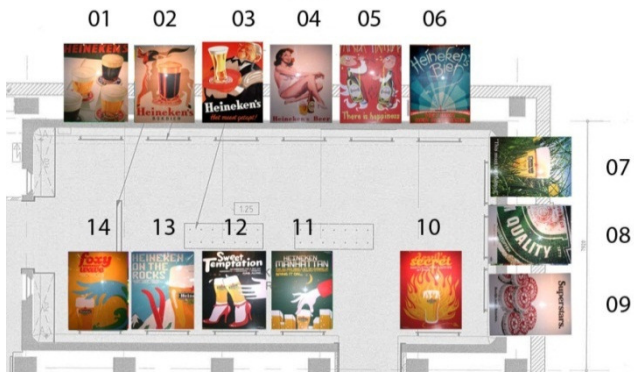
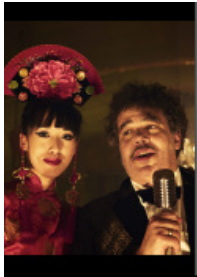
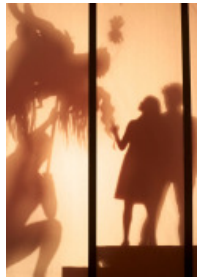
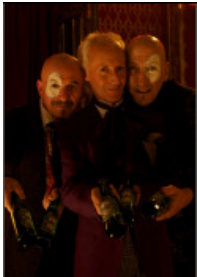
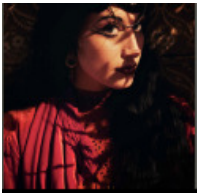
- ◆ Building
- ◆ Visitors
- ◆ Employees



HEINEKEN | Internship Procedure

- ◆ Internship position announcement
- ◆ Interviews through HR
- ◆ Selection
 - ◆ Myriam's case was an exception
 - ◆ Very good portfolio
 - ◆ Match with the projects
 - ◆ Timing

HEINEKEN | Projects | Gallery Room



HEINEKEN | Projects | Design Your Own



+ 1 placement



HEINEKEN | Projects | Marketing Campaign

TWO FREE DRINKS INCLUDED!

GET EXPERIENCED!

BREW-U



HAVE YOU EVER EXPERIENCED WHAT IT FEELS LIKE TO BE BOTTLED AND BREWED LIKE YOUR FAVOURITE BOTTLE OF BEER?

Get Experienced and visit the Heineken Experience in the city centre of Amsterdam, hometown of the world famous brand. In the former brewery you will experience the brand like no where else! Get to know the history, the brewing process, play interactive games, bottle your own personalized Heineken beer and taste the beer with other Heineken fans from all over the world.



THE STORY CONTINUES...
WWW.FACEBOOK.COM/HEINEKEN



STADHOUDERSKADE 78 * 1072 AE AMSTERDAM * THE NETHERLANDS
 PHONE: + 31 (0) 20 5239 222 * INFO.EXPERIENCE@HEINEKEN.COM
 Open Monday - Sunday from 11:00 till 18:00hrs. Last ticket sales 17:30hrs.
 Persons under 18 are only admitted under guidance of an adult.
www.heineken.com/experience

TWO FREE DRINKS INCLUDED!

GET EXPERIENCED!

BREWROOM



HAVE YOU EVER EXPERIENCED HOW HEINEKEN PRODUCES IT'S PREMIUM LAGER ALL OVER THE WORLD?

Get Experienced and visit the Heineken Experience in the city centre of Amsterdam, hometown of the world famous brand. In the former brewery you will experience the brand like no where else! Get to know the history, the brewing process, play interactive games, bottle your own personalized Heineken beer and taste the beer with other Heineken fans from all over the world.

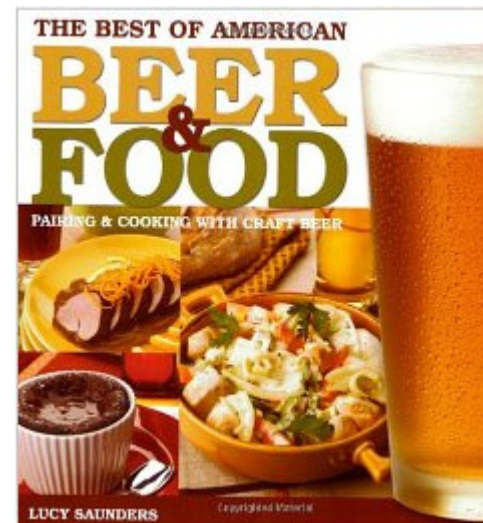


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HEINEKEN | Projects | Food In The Tour



anne frank

HEINEKEN | Projects | Now



HEINEKEN | Projects

- ◆ Timing
- ◆ Hard work
- ◆ Fitting in the team
- ◆ Luck
- ◆ Having the opportunity



HEINEKEN | Interns

- ◆ Positive influence
- ◆ Knowledge/skills
- ◆ International outlook (Erasmus)
- ◆ Increase diversity
- ◆ Open to Universities
- ◆ Test potential to hire
- ◆ Innovations/new techniques



HEINEKEN