



# 2025 HEINEKEN Graduate Program University Roadshow

3 APRIL 2024 | DIVINE WORD UNIVERSITY



# Agenda

3 APRIL 2024

Who are we and what do we stand for?

How can you be a part of our team?

Why should you join us?

HEINEKEN





# HEINEKEN At a Glance

#1

BREWER IN EUROPE

#2

BREWER GLOBALLY

>190

COUNTRIES  
IN WHICH OUR BRANDS  
ARE PRESENT

>160

BREWERIES

242.6mhl

TOTAL BEER VOLUME

>350

INTERNATIONAL  
AND LOCAL BEER  
& CIDER BRANDS

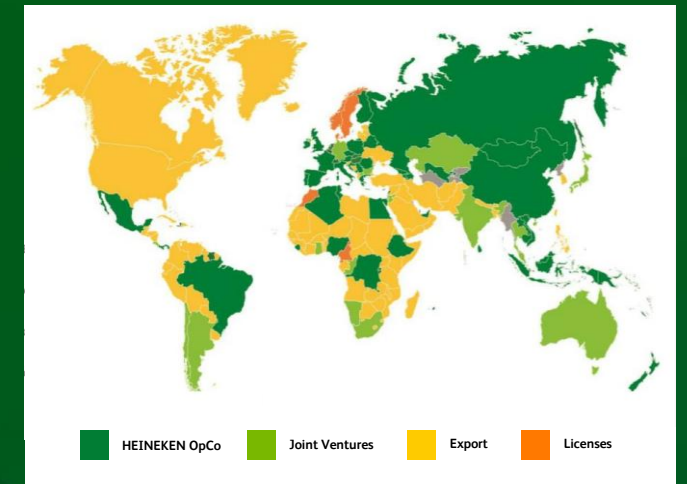
>89,000

DIRECT EMPLOYEES

*Born in Amsterdam and  
raised by the world.*

It's been 160 years since HEINEKEN has been able to call itself a microbrewer. And while we're proud that 25 million Heineken's are served each day across 192 countries, we've never forgotten that the quality is measured not in the size of our brand but in the purity of our beer. Even as we continue to open up to new worlds, Gerard's uncompromised drive for quality and perfection still lives on in the HEINEKEN Company.

**ED WEGGEMANS**  
Managing Director





# Our Operating Companies



South Pacific Brewery (SPB) has been operating in PNG since 1952. We are part of the HEINEKEN Group of Companies and a sister company to Solomon Breweries (SBL) in the Solomon Islands, which was founded in 1992. Since 2021, we've operated as a cluster with a unified approach and management that enables us to **Brew the Best Beer in the Pacific.**

## POSITIVE WATER IMPACT

Water is essential to life and critical to the brewing process. In 2023, we opened our state-of-the-art Wastewater Treatment Plant (WWTP) at our Port Moresby Brewery.

Our WWTP in Lae Brewery will be launched later this year and recommissioned for our Honiara Brewery.



## RESPONSIBLE CONSUMPTION

We are proud brewers committed to promoting responsible consumption and reducing the harmful use of alcohol. We emphasize this on our packaging, advertising, promotions, and partnerships with the police, Asia Pacific Training Coalition, and customers. We also drive continued awareness through billboard activations and Responsible Service of Alcohol training.



## IMPACT ON COMMUNITIES

SPB and SBL have always participated in community initiatives and will continue to establish social impact initiatives in PNG and SI to support UN's Sustainable Development Goals. Some of our events include:

- SP Sports Awards (since 1992)
- Leadership Training through SILAG (since 2017)
- Goroka Show (since 1975)
- Tufi Tapa & Tattoo Festival
- Morobe Show
- National Mask & Warwagira Festival, Rabaul
- 2023 South Pacific Games in Solomon Islands



## THE CLUSTER IN NUMBERS





# Our Brands

We aim to drive superior growth by shaping the future of beer and beyond, being obsessively consumer and customer centric.



We take pride in events that celebrate our brands:

- SP PNG Hunters QRL
- Digicel Cup
- PNG Golf Open
- National Game Fishing Titles

And sponsor events that build community impact:

- Pacific Games
- SP Sports Awards
- Cultural Shows (Goroka, Morobe, Kokopo, Sepik)







## OUR PURPOSE

We brew the joy of true togetherness to inspire a better Papua New Guinea and Solomon Islands



Beer has been bringing people together for thousands of years. Since 1951, South Pacific Brewery has been doing its part to put a smile on consumers' faces while continuously renewing and adapting, brewing connections that ignite joy, create memories and fuel happiness.





# Building an adaptable future-proof business

We strongly believe that our best times are ahead of us.

We have grounded our business strategy in our Purpose, Values and Behaviours in order to deliver balanced, superior growth, winning with consumers and customers.

## How it all fits together

### PURPOSE WHY WE ARE HERE

We brew the **Joy of True Togetherness** to inspire a better Papua New Guinea and Solomon Islands

### VALUES WHAT WE STAND FOR

**Passion** for customers & consumers  
**Courage** to dream & pioneer  
**Care** for people & planet  
**Enjoyment** of life

### BEHAVIOURS HOW WE SHOW UP EVERYDAY

#### DELIVER

- Play to win and celebrate success
- Deliver the goods

#### CONNECT

- Champion a culture of belonging
- Learn, share and reapply

#### SHAPE

- Think consumers first
- Make courageous moves

#### DEVELOP

- Have real conversations
- Embrace learning and growth



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# 2025 HEINEKEN Graduate Program

## HOW CAN YOU JOIN US?

The **2025 HEINEKEN Graduate Program (HGP)** formerly known as the SP Graduate Development Program, is an exciting young talent program spanning 18 months, combining fast-track advancement and international exposure to help you shape and develop your future career while setting you on a course to become one of tomorrow's leaders in PNG.



### ORIENTATION

2-week exposure  
in Sales or Supply  
Chain



### ASSIGNMENT

3 x 4-month  
functional  
assignments



### ASSIGNMENT

1 x 6-month  
cross-functional  
assignment locally  
or across APAC



### MENTORSHIP

1 on 1 mentoring  
opportunities with  
our Management  
Team





# 2025 HEINEKEN Graduate Program

## WHO ARE WE LOOKING FOR?

- Papua New Guinean Citizens
- Currently in your final year of university or recent graduates in 2024 with Bachelor's Degree in any major
- Strong organizational, written, and oral communication skills with fluency in English
- Candidates with driving license are preferred for Sales graduate applicants
- Candidates with Engineering or Science-related degrees are preferred for Supply Chain graduates
- Result-oriented, shows initiative, and drives a sense of urgency across projects
- Passionate to explore new cultures through mobility (rotation in one of HEINEKEN's operating companies in the Asia Pacific region could be included if the graduate proves to be a high performer)
- Young talent with potential, capability, and ambition to become the next managers of SP Brewery and HEINEKEN





# 2025 HEINEKEN Graduate Program

○ HOW CAN YOU APPLY?



You can start your application by scanning the QR code or typing the link in your browser:

[tinyurl.com/2025HGP](https://tinyurl.com/2025HGP)

All contact with the Graduate Recruitment team will be coursed through email and through Pulsifi updates so make sure you have access to the email you've indicated in your application! For any issues while applying, please contact [support@pulsifi.me](mailto:support@pulsifi.me)





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Assessment Centre 2019



First day of the GDP



Staff Sales Automation Project

# STEPHANIE LEMEKI

My Graduate Journey  
(Class of 2020)



- ✓ Holistic Development
- ✓ Hand-on Experience
- ✓ Mentorship & Guidance
- ✓ Responsibility & Accountability



Mangrove planting in Hula



SPB & SolBrew Intranet Project



ICT Team





## What's brewing now?

Digital & Technology Specialist

- ✓ Global Exposure
- ✓ Continuous Learning
- ✓ Networking & Collaboration
- ✓ Career Progression







# HEINEKEN

Thank you – we'll be waiting for you!