



HEINEKEN Graduate Program

#DoSomethingThatMatters



TABLE OF CONTENT

Who We Are

Our Values

Sustainability & DEI

Great Place To Work

Business Areas

HEINEKEN Graduate Program

FAQ

Contacts



WHO WE ARE



At HEINEKEN, we ignite the moments that bring us together, create bonds that are unforgettable, and brew the joy of true togetherness to make the world a better place.

We're home to Tiger Beer, the world's fastest growing premium beer that was born in Singapore. Since then, we've gone on to expand our portfolio of premium beer and cider brands like Heineken®, Guinness, Strongbow, Archipelago craft beer, and low- and no- alcohol beers.

OUR VALUES

Our values are what we stand for. Passion for consumers and customers, Courage to dream and pioneer, Care for people and the planet and Enjoyment of life. These values have grounded us for the past 157 years and are the foundation for our future success.



PASSION

for Consumers & Customers

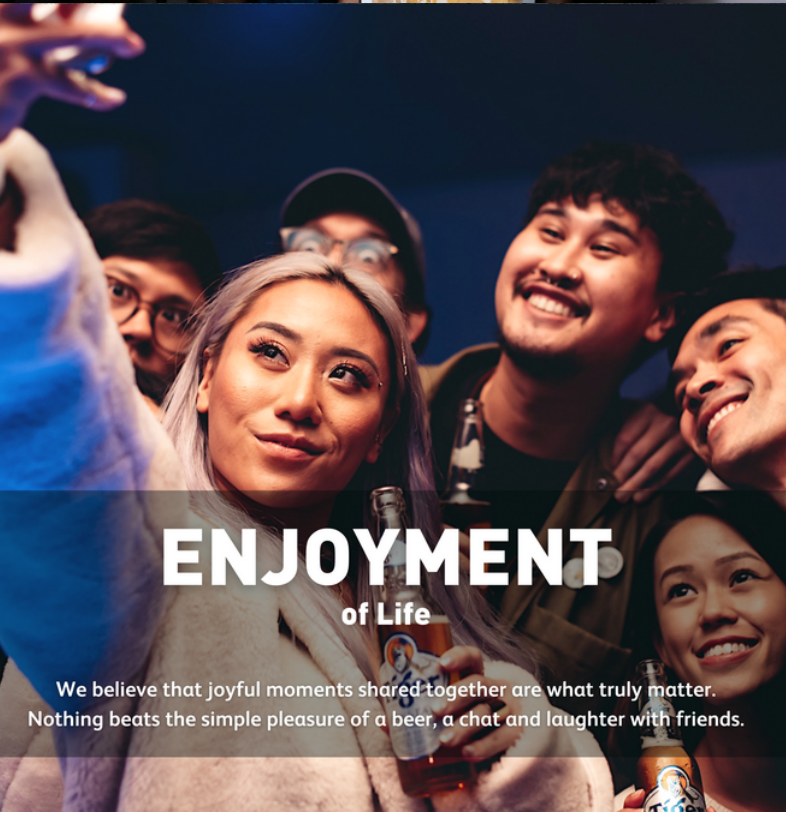
We are brand-builders who truly understand the needs and desires of our consumers. We brew the highest quality beers to best serve our customers to win together.



COURAGE

to Dream & Pioneer

We set bold ambitions and challenge the status quo with imagination, creativity and pragmatism to deliver the goods and grow sustainably.



ENJOYMENT

of Life

We believe that joyful moments shared together are what truly matter. Nothing beats the simple pleasure of a beer, a chat and laughter with friends.



CARE

for People & Planet

People are at the heart of our company. We can only thrive if all our people, communities and our planet thrive.

SUSTAINABILITY EFFORTS



Over the past decade, HEINEKEN'S Brew a Better World strategy has had a profound influence on our business. It has driven us to innovate and collaborate to protect the environment, support local communities, and make a positive contribution to society.

As we move forward into a decade filled with complex challenges, we can only succeed if we let our planet and our communities thrive. Our Brew a Better World vision for 2030 raises the bar with new commitments to the environment, social sustainability, and responsible consumption on a path to a net zero, fairer and healthier world.



Joined hands with Zero Waste SG and Lions Befrienders to empower seniors with recycling knowledge and enable them to adopt a more sustainable lifestyle.



Beach Clean Up to commemorate Earth Day!



Supply Chain Journey towards Sustainable Solid Foundation



Collected more than 180 kg of waste in total, of which 4kg was recycled and converted into new products.

DIVERSITY, EQUITY & INCLUSION

World Day for Cultural Diversity

At APBS, where we have a diverse workforce of over 700 employees representing 19 different nationalities, creating a sense of belonging for everyone is a priority.

To celebrate World Day for Cultural Diversity, we brought our employees together in our Tiger Cafeteria. The day was filled with enriching activities, savouring cultural cuisines and experiencing wearing traditional costumes from various countries.



Pride Month

At APBS, diversity, equity and inclusion are not buzzwords; they are a fundamental aspect of who we are and what we stand for.

We celebrated Pride Month through a series of activities that includes anecdotal sharing and a theater performance.

We celebrate inclusion and diversity because we believe that diverse views make great brews.



DIVERSITY, EQUITY & INCLUSION

International Woman's Day

Our commitment to #WinningTogether is evident in our dedication to foster an environment of equality. During International Women's Day, we gathered our people to celebrate the achievements of women and our progress towards achieving gender equity in the workplace. Through a series of engaging activities, including a fireside chat with our inspiring female colleagues and interactive game booths on gender parity, we were able to foster a positive and empowering atmosphere of solidarity.



Health & Wellness



HIIT & Yoga Activity
at our Gym!



Office and Manufacturing
Ergonomics Workshop



Hiking @ Henderson Waves

Healthier, Happier Employees. At our core, prioritising wellbeing is fundamental. We are dedicated to empowering our employees to become the best versions of themselves.

We are certified as a **Great Place to Work®!**



**89% of our employees agree that
APBS is a Great Place to Work!**



WHY ARE WE A GREAT PLACE TO WORK?

Beyond the amazing employee benefits, it always comes back to our people and our winning culture. As a "WE" company, we embrace Diversity, Equity and Inclusion. We break down silos and foster close collaboration across functions and borders. We look out for each other and trust, respect and support each other's growth so that we can thrive together as a high performing organisation.



Check out our
feature on
**The Straits
Times!**

Business Areas

Regardless of your field of expertise, you'll find a diverse and intriguing array of businesses to explore in HEINEKEN.



Our Brands Portfolio



and many more...

Commerce



Sales:

Maintain key relationships with stakeholders in the various channels such as Bars, Clubs, Coffee Shops, Hawker Centers, Chinese Restaurants, Supermarkets and eBusiness.

Trade Marketing:

Work closely with Marketing and Sales to ensure that the Marketing strategy aligns with the Sales strategy and execute the campaign activations.

Marketing:

Connect and delight consumers with engaging brand experiences in the Tiger, HEINEKEN, Guinness and Premiums teams.

Supply Chain

Over 10 sub-functions in Supply Chain for you to gain exposure in.

Such as Brewing, Packaging, Engineering, Quality, Warehouse & Logistics, Customer Service, Planning, Trade Services, Total Productive Management and Safety.

Brewing:

Converting raw ingredients into beer.

Packaging:

Receives and packages beer into cans, bottles, or kegs.

Warehouse & Logistics:

Stores and distributes our packaged beers.



Customer Service:

Key in managing customers across Domestic & Export markets.

Planning:

Manages production schedules, and facilitates New Product Introductions to meet local demands and export orders.

Engineering:

Maintains and automates our machines in Brewing and Packaging to maximise production while optimising energy and water.

Quality:

Runs daily quality checks on all stages of our beer's lifecycle.

Trade Services:

Manages the installation and maintenance of all our Draught systems.



Corporate Functions

Be part of the People, Finance, Digital & Technology, Corporate Affairs and Legal functions. Corporate functions are responsible for the key business activities and support services that enable the organisation to operate efficiently and effectively.

People

We aim to unlock the potential of people and organisation to accelerate a high-performance culture which makes it a great place to work. People team comprises of:

- People Partners
- Talent Acquisition
- People Organisational Development
- Total Rewards
- People Operations
- Safety, Health & Environment



Finance

Guardian of Assets and Reputation.

Sub functions under Finance:

- Finance Shared Services
- Business Control
- Procurement
- Process & Continuous Improvement (Audit)
- Tax

Legal

Educate and partner functions to assess legal risks and commercial opportunities for effective negotiation.

Corporate Functions



Digital & Technology

Be the most connected brewer by making use of data and analytics to automate business processes.

Corporate Affairs

Focus on ensuring sustainable growth and safeguarding our business's reputation. Our responsibilities encompass a wide array of areas, including promoting sustainability for growth through government and regulatory affairs and enhancing brand communications.



#HUATTOGETHER

Fun and ambitious is in our DNA. From brewing to brand building, people development and more, a career with us offers real-life impactful projects, partnerships with the experts of our business, great after-work drinks at our in-house tavern, among many other benefits. Whatever your expertise, if you have a pioneering spirit and a thirst to do things differently, we are a great place to work and joining us could be your perfect next step.

HEINEKEN Graduate Program

We are on the lookout for graduates who will raise the bar and bring HEINEKEN to the next level!



HEINEKEN Graduate Program

As part of the program, you will get to work with world-class brands and learn from some of the most experienced and talented people in the business.

You will get to be exposed to various functions in Supply Chain, Commercial or Corporate Functions in the only commercial brewery in Singapore!

What to Expect?

- 12 months rotation opportunities in the chosen track
- 6 months cross-functional assignment locally or abroad in APAC
- 2 weeks Onboarding in Sales and Supply Chain
- Mentorship opportunities with Senior Leaders

Application Process



1. Online Application

Submit your application through our online portal at Pulsifi



2. Online Assessment

Complete the cognitive ability test and video interview



3. Assessment Center

Gain insights into our business through solving real-world business issues at the Assessment Center



4. Offer

Final stage of the recruitment and selection process

GRADUATES' EXPERIENCE

Our commitment to your development matters; enjoy an accelerated career progression filled with developmental opportunities locally and regionally.

Hear about the development from our HEINEKEN Graduate Trainees!



Sales Onboarding

“The Sales Onboarding was an exciting experience beyond the confines of the office. We learnt from classroom style meetings with the segment Heads and shadowed our Sales Representatives on the ground for their call plans!”

- Dominic Heng, HEINEKEN Graduate Trainee



Supply Chain Onboarding

“What I particularly appreciated was the sharing by the Supply Chain Managers on their daily challenges and the vision they have for their department as this gave us a better understanding of the areas we can value add to during our rotations!”

- Hong Kay Sheng, HEINEKEN Graduate Trainee



Networking Opportunities

“Returning to NUS for a career fair was a very meaningful experience that allowed me to reconnect while taking on the role of mentor. It was a great opportunity to give back, to offer guidance, and to inspire the next wave of professionals.”

- Liew Zhen Jie, HEINEKEN Graduate Trainee





HEAR FROM OUR GRADUATE TRAINEES

How was the application process for you?

“The application process was very smooth. I received a response from the company’s Talent Acquisition Team within a matter of weeks.

If you are shortlisted, you will move to the physical assessment center round, comprising of individual and group case studies.

We were also provided feedback on our performance.”

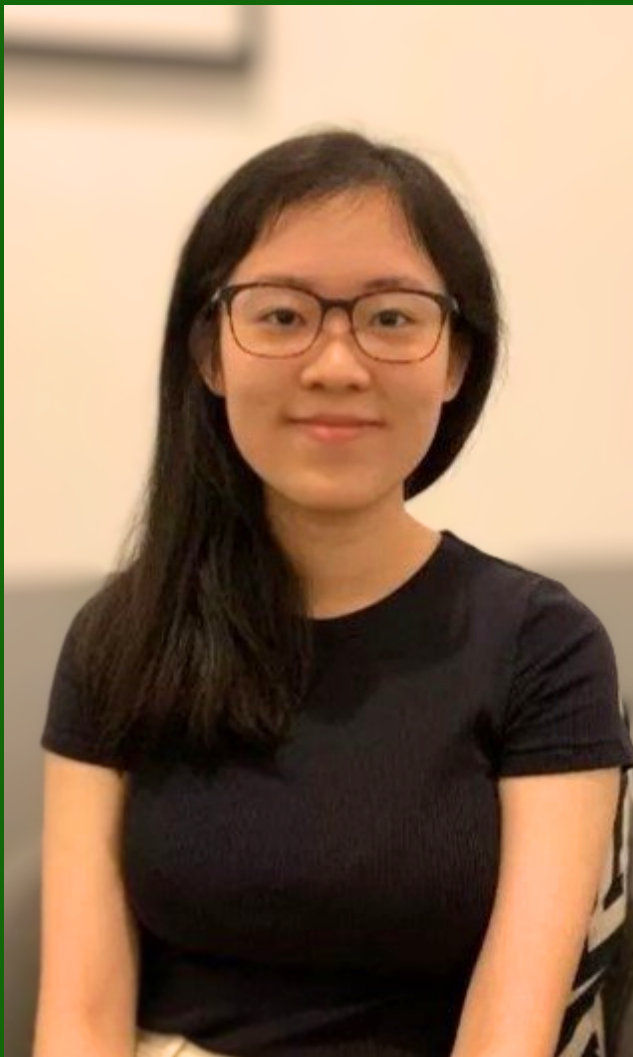
Hong Kay Sheng

Supply Chain
HEINEKEN Graduate Trainee





In what way did your HGP experience align with your initial career expectations, and were there any surprises that positively impacted your perspective on your chosen field?



“I entered the program expecting global and regional movement and connections, and that’s exactly what I got.

It was surprising how mobile people in HEINEKEN can be - with the right connections, the right work ethics, and the right ambition, you would be able to carve out your own path.”

Aly Au

eRetail Partnership Manager,
Landed HEINEKEN Graduate Trainee



In what ways did your HGP experience align with your initial career expectations, and were there any surprises that positively impacted your perspective on your chosen field?

“HGP is challenging yet fulfilling. From a production perspective, Supply Chain is always on an end-to-end basis. Thus, we have a lot to learn during each rotation. But amidst the challenge, the knowledge gained makes it really fulfilling.

One of the main surprises would be the rare opportunity to work on major projects that involves various stakeholders across all levels. Given the complexity and challenges, APBS is willing to involve graduate trainees so that we get the maximum exposure.”



Khoeng Wei Bin

Supply Chain
HEINEKEN Graduate Trainee



What is most rewarding about working in APBS?



Zhannan Li

Digital Transformation Manager
Landed HEINEKEN Graduate Trainee

“The exposure to various facets of the business, the balance between work and personal life along with the benefits, and the welcoming and inclusive working environment.

I have the freedom to explore different technologies to help our colleagues achieve functional excellence. We are invited to join their operations and witness how technology has transformed their work processes, making them more efficient. And, of course, we end our day with a glass of beer.

At APBS, we play to win and celebrate success together.”



What advice would you give to aspiring graduates who are considering applying for the HEINEKEN Graduate Program and what can they expect from the program?

“Research and learn about the HEINEKEN Values and the track you are applying to so that you can relate your experiences to them during the interview process.

The rotations will be fun but challenging. You can be expected to pick up things really quickly to jump straight into a project, but the level of support and guidance provided will allow you to thrive & grow steadily!”

Tom Lim

Senior Business Analyst
Landed HEINEKEN Graduate Trainee





FAQ GUIDE

Frequently Asked Questions



"Am I eligible to apply for the program if I'm currently pursuing a graduate degree?"

To be eligible for the HEINEKEN Graduate Program, you must hold a completed Bachelor's degree from an accredited university. Additionally, you must be a Singapore Citizen or Permanent Resident.

"Do I need to have relevant work experience for admission to the program?"

No, it is not compulsory. However, we do encourage you to showcase any relevant work experience, including full-time, part-time positions or internships on your resume.

"Does GPA play a crucial role in the selection process?"

While academic performance is a part of the criteria, we assess each candidate comprehensively. We are looking for individuals who are well-rounded and possess strong personal attributes such as effective communication and leadership abilities. Make sure to showcase your strengths during the interviews and assessments!





FAQ GUIDE

Frequently Asked Questions



"If I'm not successful in applying for the program this year, can I re-apply next year?"


Yes, certainly. As long as you continue to meet the eligibility criteria, you are welcome to re-apply. Additionally, consider exploring our entry level full time opportunities posted on our job boards.

"Can I apply for a function that I did not major in? e.g. if I majored in engineering, can I be considered for a marketing role during the rotation?"

Yes! We value your interest and highly encourage you to explore departments beyond your major. The essence of our HEINEKEN Graduate Program is to provide exposure and learning opportunities across the various functions to build future leaders.

"Would I be able to choose what function to do a rotation in?"

You may indicate your preference and we will take into consideration other factors such as business demand and needs.



Great
Place
To
Work®
Certified
SG



Asia Pacific Breweries Singapore



@apbsingapore



sabrina.ng@apb.com.sg



<https://www.apbsingapore.com.sg/>



<https://www.hgpsg.com/>

