

Meet the Buyer

MEET THE BUYER WITH Diageo



Interested in supplying
to this company?

Attend this highly
informative briefing and
networking reception to
find out how.

On Tuesday 12 October 2010, 5.45pm for 6.00pm - 8.00pm
At London Chamber of Commerce, 33 Queen Street, London EC4R 1AP

Book now at www.londonchamber.co.uk/events

Our Business is Your Business

MEET THE BUYER WITH Diageo

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Diageo is the world's leading premium drinks business with an outstanding collection of international brands across spirits, wine and beer. Many of their brands have been around for generations, while some have been developed more recently to meet new consumer tastes and experiences.

Diageo global procurement is a team of 300 people responsible for purchasing all the goods and services for Diageo, from capital equipment, new information systems and packaging materials to point of sale material and event sponsorships. They follow a regional based structure with demand and supply teams sitting in Africa, Asia-Pacific, Europe, Latin America and North America. Their overall purpose is to 'assure, protect and create value for Diageo', through assuring availability, quality and service, effective risk management and governance, building key relationships with suppliers, excellence in category management and focusing on the innovation and premiumisation agenda.

Suppliers range from small specialist businesses to some of the world's largest household names. Diageo is committed to following a code of conduct in the areas of employee labour conditions, health and safety, environmental management and business integrity and will actively work with their suppliers to ensure they understand and meet their standards of corporate citizenship across the supply chain.

Diageo procures the following items:

Packaging: Glass, Cans, Closures, Polyethylene Terephthalate, Widgets, Cartons, Gift Packs, Corrugate, Labels, Sleeves, Returnable Bottles, Crates and Crowns

Raw Materials: Grain Neutral Spirits, Flavours, Sweeteners, Rum, Tequila, Grains and Hops, Spirits and Wines, Dairy, Sugars, Sweeteners and Botanicals

Logistics & Manufacturing Services: Capital Expenditure, Maintenance, Repair and Overhaul, Third Party Manufacturing, Ocean Freight, Manufacturing Services, Cleaning Chemicals, Warehousing and Distribution

Above the Line: Media, Advertising Creative, Marketing Production, Relationship Marketing, Sponsorship, Design, Innovation and Business Activity Monitoring

Below the line: Dispense, Point of Sale, Value-Added Process, Below the Line Creative Agencies, Events - Visibility Experiential/Events and Field Marketing

Indirect: Information Systems, Telecoms (land, mobile, video, web), Software, Reprographics, Print, Business Process Outsourcing, HR Services - Healthcare, Relocation, Consultancy, Travel, Professional Services, Facilities Management, Infrastructure Support, Network Management and Hardware/Software Maintenance

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OUR SPEAKER



John Dickson **Head of Global Procurement** **Diageo**

John has worked in procurement all his career and has held a series of senior roles in a number of blue chip organisations. Since 2006, he has held the post head of global procurement at Diageo, controlling a spend of around £4bn covering supply (production), demand (media and creative) and IT.

John and his team are on a journey to change the proposition offered by procurement to an assure, protect and create value model, whilst making it a truly integrated business partner satisfying the huge brand drive for creativity and managing the huge contribution to Cost of Goods Sold (COGS) attributed to input materials.

WHY ATTEND?

- Learn about Diageo's procurement and purchasing policies
- Get inside knowledge on the culture of the company which is essential when tendering for business
- Ask any questions or queries directly to the Head of Global Procurement
- Raise your profile and move one step closer to securing profitable contracts for your business

WHAT CAN I EXPECT?

- 5.45pm** Registration & refreshments
- 6.00pm** Briefing including background on company, how to become a supplier and opportunities available
- 6.45pm** Q&A session
- 7.00pm** Drinks reception with one-to-one networking opportunities with the speaker
- 8.00pm** Close

Book your place(s) at this highly informative event on the booking form overleaf.

