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Welcoming Our New CEO



The Board of Directors of InBev announced at the end of 2005 a new leadership team for InBev. Carlos Brito the previous Zone President for North America takes over as our new CEO.

His team will continue and accelerate the progress made in 2005 in implementing InBev's long-term strategic plan. Please join us in welcoming Carlos Brito to his new role. To read more about the new leadership team at InBev, please [click here](#).

Harvard Gives InBev Good Grades

With our CEO in attendance, we launched our first Global Citizenship Report on 18 November 2005 at Harvard University in Boston. InBev is a member of the Harvard Corporate Social Responsibility initiative, a public-private partnership aimed at bridging the gap between theory and practice. The main event was a workshop with several students from Harvard's Kennedy School of Government, Media and Public Policy, as well as the Harvard Business School. The students were surveyed for their opinions on business, InBev and beer, both before and after reading the report. They were also asked to critique InBev's Global Citizenship Report's strengths and weaknesses.

To learn more about our stakeholder outreach activities, please [click here](#).

Globalization and InBev

InBev operates in the global economy. We are number one or two in over 20 markets and our operations span the globe. Our competition is also global. By participating in the global economy, InBev not only shows the rest of the world some home-grown talent, but also helps build local economic stability by remaining competitive and changing to meet global demands. Part of competing on a global stage is a constant need for innovation to create better jobs for the future, and also to ensure that we are not isolating ourselves from the rest of the world. When conditions demand difficult decisions on jobs, we strongly believe in the importance of education and re-training people who lose their jobs.

To learn more about this topic, please [click here](#).

InBev Says Thank You

To help share the joy of the holiday season, InBev has partnered with World Links, a World Bank non-profit organization. World Links is a global learning network that connects thousands of students and teachers around the world. Its core mission is improving educational outcomes and economic opportunities for youth.



WORLD LINKS
...opening a world through learning

Although we are working on a long-term engagement activity with World Links, this holiday we focused on donations.

The idea is that InBev would send out e-cards, rather than paper, and thus be more environmentally friendly. InBev asked all of its Global operations to calculate the difference between paper and the e-cards, and donate any savings generated to World Links. In this way we were able to say thank you to the communities where we operate while being more environmentally conscious and donating to World Links. The overall global contribution coming from Global Head Quarters, Zones and even personal contributions, is still being calculated. To learn more on similar activities please [click here](#).

Employees Connect with Customers

In mid 2005, office-based staff in Canada, South Korea and Latin America experienced connection with some of our retailers first-hand, taking a day to meet customers and get a better insight into the realities of the marketplace. These programs aim to put office-based staff in touch with customers and consumers so they can experience a regular working day of the local sales force. For more about this initiative and many more, please [click here](#).

Let's Talk Beer!

Ukrainian consumers can now ask everything they ever wanted to know about their favorite beer, Chernigivske®, 24 hours a day thanks to SUN Interbrew Ukraine's new telephone hotline. The hotline not only provides interested consumers with the most complete information about the brand, but serves as a platform for consumers to rate our products. If you would like to learn more about the craftsmanship, complexities and subtle differences between different types of beer, check out our online Beer Advisor at www.inbev.com.

InBev-Baillet Latour Health Prize



The InBev-Baillet Latour Health Prize, worth 150,000 euro, is awarded every year to support a medical science research project or practical applications of that research, or both. In 2005 an additional sum of 50,000 euro was awarded to the winner's research laboratory. This is the largest scientific prize in Belgium. This year's prize recognizes the pioneering research in the field of genetic engineering by Professors Désiré Collen and Peter Carmeliet. To find out more about the InBev-Baillet Latour Health prize, visit the web site www.inbev-baillet-latour.be.

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Recycling Award

In 2005 AmBev launched the AmBev Recycling Award. The idea of rewarding outstanding recycling projects comes from AmBev's commitment to environmental protection. AmBev recognizes its responsibility to promote recycling of its product packaging and to contribute to the communities where it operates. To learn more about the AmBev Recycling Award or any of our other community based activities, please [click here](#).

Diversity

In an effort to provide equal opportunities for all, AmBev started a recruitment program in 2004 aimed at people with a handicap or disability. Prior to the program, AmBev consulted recognized institutions on how to better meet the needs of employees with handicaps and disabilities and made a series of visits to world-class corporations to see what they were doing in this area. To learn more about diversity at InBev, please [click here](#).

Breweries Generate Bioelectricity

In early 2005, InBev Belgium announced that it has started to produce bioelectricity from the wastewater treatment process at the Stella Artois® brewery in Leuven. The Leuven brewery joins our growing list of sites producing bioelectricity. For this case and many other initiatives on how we work to reduce our environmental impacts, please [click here](#).

Our E-Newsletter

InBev is dedicated to ensuring transparency with all of our stakeholders. Our quarterly E-Newsletter serves as a way to keep you informed on InBev. These updates provide stories and links to new information about InBev and the issues we find important. If you have any feedback to our approach, content, or if you have any questions, please feel free to contact the team at InBev.