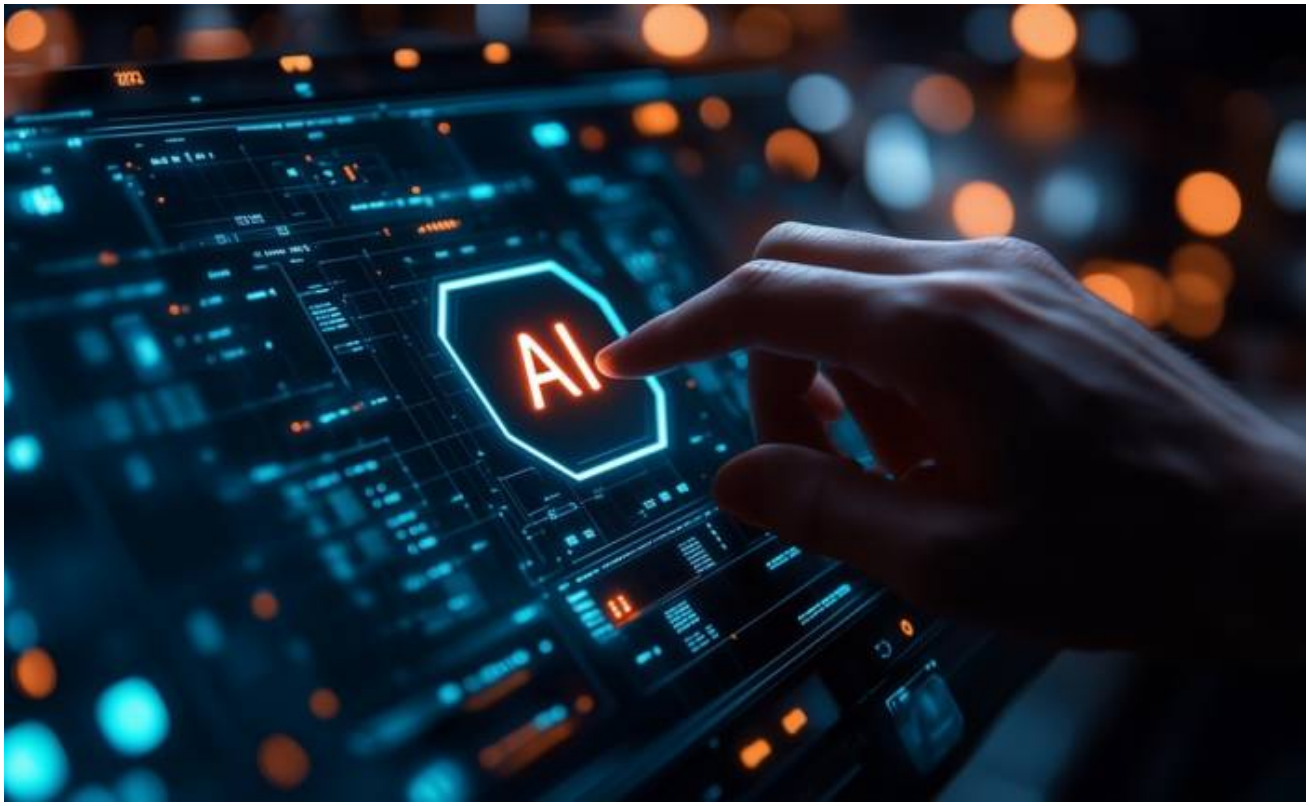
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Heineken Launches Global AI Lab in Singapore to Drive Innovation

Partnership with AI Singapore aims to enhance growth, productivity, and customer engagement in the beverage industry worldwide.

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Heineken has announced the launch of its first global generative artificial intelligence (GenAI) lab, located in Singapore. This initiative is a result of a partnership with AI Singapore, aimed at enhancing growth, productivity, and customer engagement worldwide. Kenneth Choo, Heineken’s Asia-Pacific managing director, stated that the lab will act as a "global center of expertise" to boost AI innovation in Singapore and Asia, while also benefiting Heineken's global operations. Choo emphasized the

importance of Singapore's AI ecosystem, skilled workforce, and supportive government policies in driving innovative solutions that could transform the beverage industry.

The lab will focus on developing scalable GenAI solutions in various areas, including automated marketing content and advanced financial reporting. Laurence Liew, AI Singapore’s AI Innovation director, highlighted the collaboration as a model for how businesses and research institutions can create impactful solutions. By the end of 2025, Heineken and AI Singapore aim to build a team that will explore innovative AI approaches to advance the beer industry.

The Economic Development Board (EDB) praised the partnership, with executive vice-president Chan Ih-Ming noting that the initiative will help Heineken unlock new business value from Singapore. It will also serve as a platform to enhance AI talent and capabilities. This collaboration is seen as a positive step in leveraging AI to drive business growth and innovation in the beverage sector.