

# THE ART OF THE DEAL: Procurement & Negotiation Workshop

Ever wondered how global companies negotiate with suppliers and make strategic purchasing decisions?

Join AB InBev, **the world's biggest brewer**, for an **interactive workshop** where you'll discover how **negotiation and procurement** work in real business situations, beyond textbooks and theory. The session is designed to give you practical insights, real-life examples, and hands-on negotiation thinking used in one of the world's leading FMCG companies, known for brewing well-loved beers such as **Corona & Stella Artois**.

## What students will gain

- ✓ An understanding of **how procurement works** in a multinational company
- ✓ Practical **negotiation techniques** used in real business deals
- ✓ Skills valuable for **careers in consulting, supply chain, finance, & management**
- ✓ Opportunities to interact with **professionals from AB InBev**
- ✓ Insights into **careers, internships, and graduate programs**

## Event Details

- 📅 **When:** Thursday, February 19th, 2026
- 🕒 **Time:** 15:00 - 17:00
- 📍 **Where:** Academic Club - Conference Hall
- 🎓 **Who:** Open to VŠE students (limited spots available)

