

# 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)

