

GERMAN INDUSTRY UK

THE VOICE OF GERMAN INDUSTRY IN THE UNITED KINGDOM



Visit to a Major British Company One/15

Diageo plc



Mr Andrew Leat, Head of the Customer Collaboration Centre then followed with an overview of the Centre and demonstrated how Diageo collaborates with its customers to improve their business and together create new value and profitability.

Diageo welcomed some 15 members and guests of **GERMAN INDUSTRY UK** to their first Visit to a Major British Company this year, on Thursday 15 October 2015, in London W3.

Ms Victoria Haller, Head of Europe CP&A, Customer Marketing, Diageo Europe welcomed the group together with **Ms Rebecca Perry, Head of Communications, Diageo GB** and they gave an insight of the Diageo business here.



Ms Victoria Haller



Mr Andrew Leat

The group were then given the Futurelab Experience, led by **Ms Sian Anderson, Technical Innovation Director, Diageo Europe**, demonstrating the real insights they use to generate its approach towards innovation with an opportunity to demonstrate practical innovations - blending, flavours etc.



Ms Sian Anderson



Most participants

Following a buffet lunch, courtesy of Diageo, our Chairman and Chief Executive, Dr Bernd Atenstaedt updated the group on our work for members.

Members present were from ABUS, ANT, Balluff, CMR, Powell, Volkswagen and WMF amongst others and guests Ms Sandra Baron, Commercial Officer at the German Embassy and Mr Robert Flunder, Director of JetChill Ltd.