

HEINEKEN launches Global GenAI Lab in Singapore

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The HEINEKEN Company announced the launch of its first Global Generative AI (GenAI) Lab in Singapore. This initiative aims to transform how GenAI enhances growth, productivity and customer engagement across the company's global operations. Established in collaboration with AI Singapore, the HEINEKEN GenAI Lab marks a significant milestone in HEINEKEN's journey to becoming the world's best-connected brewer.

The Lab will lead the development of advanced scalable GenAI solutions across critical business areas, including sophisticated agentic systems that can autonomously solve complex problems—from automated marketing content creation to intelligent financial reporting and next-generation customer support and knowledge management systems. HEINEKEN's approach combines human expertise with AI capabilities to ensure our practices are responsible while creating standardised solutions for global implementation.

The Lab is uniquely established as an ongoing collaboration between HEINEKEN and AI Singapore, fostering continuous knowledge transfer and talent sharing. By the end of 2025, the Lab aims to assemble a highly specialised full-time team of experts. This team will integrate HEINEKEN's Digital and Technology specialists with talent recruited from AI Singapore. Additionally, this core team will have access to AI Singapore's talent pool, enabling them to connect with top AI professionals and leverage the most innovative approaches in the field.