

## Press Release

February 19, 2014

National finals of Henkel's Student Competition are taking place

### Student Visionaries take up the Challenge

— The "Henkel Innovation Challenge" moves on to the next round. Students from 30 countries altogether are presenting their visionary ideas and concepts at the national finals, which are currently taking place all over the world. The winning team of each national final will compete in the international final.

— This year's international final will be held from March 31-April 2, 2014. It will take place at Henkel's headquarters in Düsseldorf, Germany, the home country of last year's winners. Students from all over the world will present their innovative ideas to win the widely acclaimed international student challenge. The main aim of the "Henkel Innovation Challenge" is to develop a visionary product or a new technology for one of the three Henkel business sectors: Laundry & Home Care, Beauty Care or Adhesive Technologies.

— Taking place for the seventh time, the "Henkel Innovation Challenge" enables students from a wide variety of disciplines, including economics, engineering and natural sciences, to adopt the role of creative, sustainability-aware business development managers. Students from twelve European countries, nine nations in the Asia-Pacific region, three Latin American countries, the USA and five countries in the MEA region will compete for a final place in the "Henkel Innovation Challenge".

— The three winning teams will meet Henkel CEO Kasper Rorsted and also receive a monetary prize: the winning team will get an around-the-world ticket worth 10,000 euros, the second place will be awarded 4,000 euros and the third place 2,000 euros.

Be it a Loctite adhesive that saves energy and releases it on demand, "Spee Overnight", a detergent that cleans your laundry completely without any water, or a portable waterless shower – the student's ideas are usually an embodiment of innovation and manifold.

For further information on the international competition please visit [www.henkelchallenge.com](http://www.henkelchallenge.com) or the Facebook page at [www.facebook.com/henkelchallenge](http://www.facebook.com/henkelchallenge). Videos from previous years can be found on [YouTube](#).

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs about 47,000 people and reported sales of 16,510 million euros and adjusted operating profit of 2,335 million euros in fiscal 2012. Henkel's preferred shares are listed in the German stock index DAX.

**Photo material and further information are available at [www.henkel.com/press](http://www.henkel.com/press) and [www.henkelchallenge.com](http://www.henkelchallenge.com).**

**Further information on recruitment and careers at Henkel can be found at [www.henkel.com/careers](http://www.henkel.com/careers).**

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