

Press Release

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International final of the “Henkel Innovation Challenge”

Best student teams compete in Shanghai

Düsseldorf – The international final of the student competition titled “Henkel Innovation Challenge” is due to take place in China’s second largest metropolis from March 18 to March 20, with teams from around the world. Among others, teams from China, the United States, the United Arab Emirates, Mexico and Russia will compete against each other in Shanghai. In total 18 international teams, each consisting of two students, will be competing against each other at the showdown in Shanghai.

All teams already went through a national final during which they managed to impress the Henkel jury with their product vision for 2050 and succeed other competitors, thus booking their ticket to the grand finale. Now they need to pit their idea in Shanghai against their international competitors – by successfully pitching it to a high-caliber jury, consisting of Henkel top managers.

Following three enthralling days of intense competition in Shanghai, the three winning teams will be given an opportunity to personally meet Henkel CEO Kasper Rorsted. There are also a trip and cash prizes to be won: The overall victors will receive an around-the-world flight ticket and travel vouchers worth 10,000 euros. The second-placed team will receive 4,000 euros, and the third-placed 2,000 euros.

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 is available at <http://www.henkel.com/press>

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