

Welcome to



133 years - Quality from Henkel



1876 - 2009



Henkel Motto:



Henkel

A Brand Like a friend

Company's Structure



**Laundry&
Home Care
U-W**



**Cosmetics&
Personal Care
U-K**



**Adhesives
U-A**



**Corporate Fuctions
SSO**

- HR
- IT
- Legal
- Finance
- Facility Management
- Security
- Purchasing
- Corporate Com.

BU

Unternehmensbereich

- U-W
- U-K
- U-A
- SSO

Waschmittel

Kosmetik

Adhesive

Shared **S**ervice **O**rganization (SSO)

Laundry&Home Care

Cosmetics&Personal Care

s (U-AC / U-AI/AS)

Henkel Brands



schauma



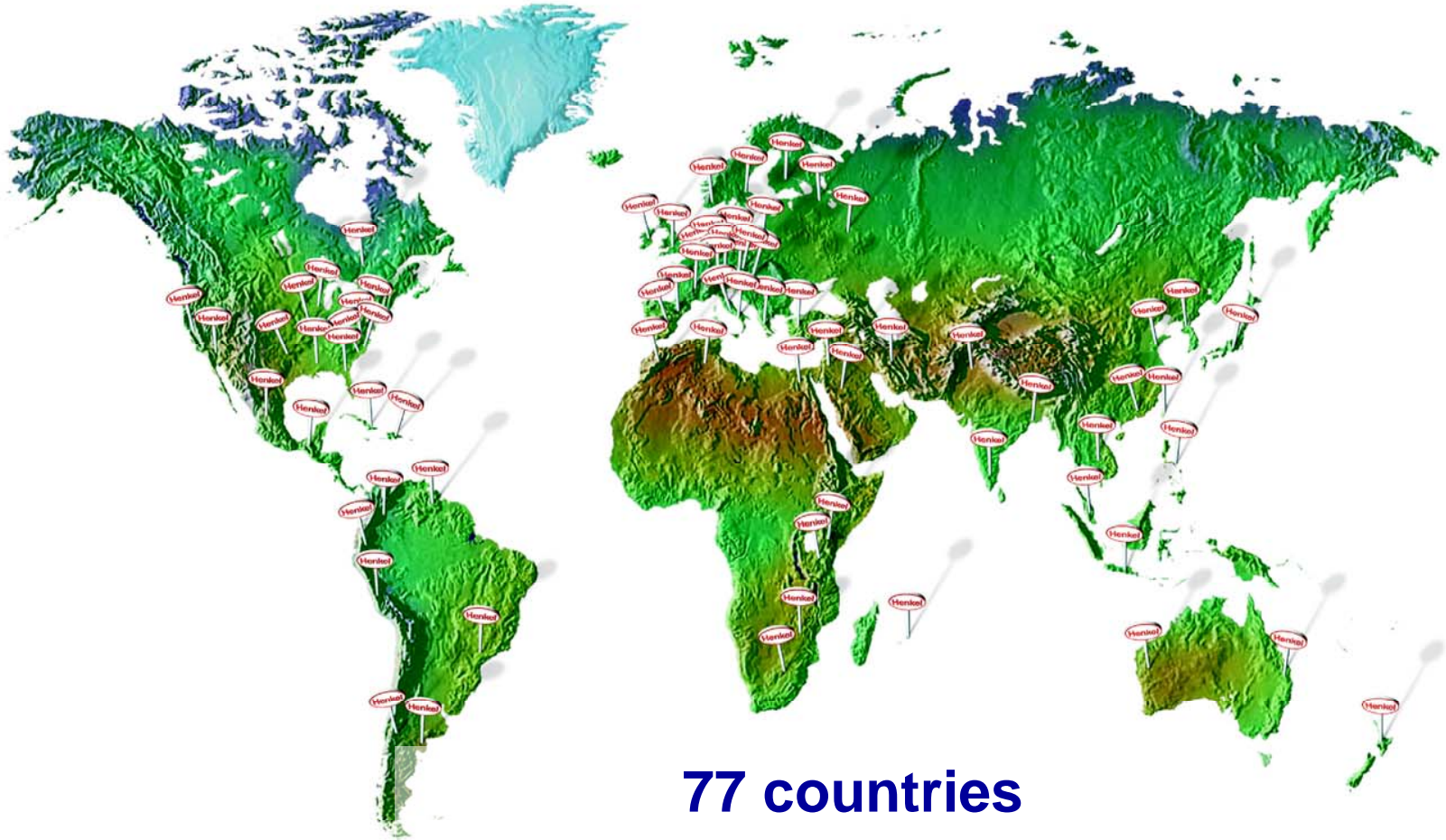
got2b™

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LOCTITE®

Henkel Worldwide



77 countries

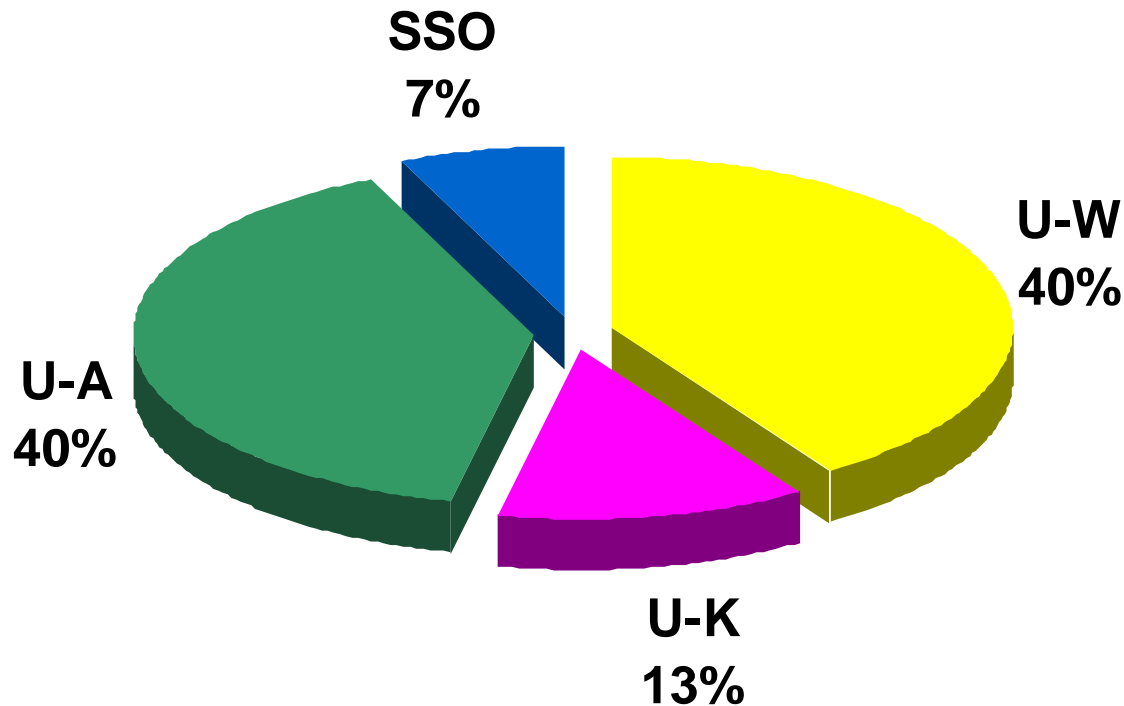
52 000 employees

77 % employees work abroad

Henkel Russia Team



Henkel Russia is 2600 employees



- Female / male 43% / 57%
- Average age 36 years old
- Average tenure 4 years

Challenges: Crisis&Recruitment



- Turnover decreasing
- Stop wages bargaining and job-hopping just for the case
- Crisis itself works as a motivation – employees' loyalty is increasing
- Money is not the 1st motivation but work content and professional tasks + company's reputation
- Realistic approach in searching – no more “Stars” but Professionals

Challenges: Crisis&Recruitment



- Labor market is overcrowded by “labor ballast”
- Searching period is increased
- Decision making period is increased
- “War for Professionals” goes on
- Regional expansion was cut off
- Staffing Providers don’t feel the crisis influence (quality, sources, time of search)

**Vision 2050:
Take a Henkel brand into the future**



**HENKEL
INNOVATION
CHALLENGE**

Henkel Business Game: Key Facts



Vision 2050:

“Take a Henkel brand into the future!”

Student Role:

Be the **Business Development Manager** of Henkel and tell us your creative product idea on:

“How Henkel can satisfy the needs of people in 2050 in terms of personal care and/or home-laundry care in their homes.”

National Round and National Final

- **Pre-selection – to choose 10 best Video presentations from the registered participants – on-line round**



- **The 10 best teams present their new innovative product idea**



- **Henkel's Top Management select the National Winner**

HENKEL INNOVATION CHALLENGE

Henkel Business Game: Aims

- **Employer Branding – to launch Henkel name to the Graduates' Market**
- **The National Winner (3 Best Players) will get the invitation to work at Henkel Russia**

**HENKEL
INNOVATION
CHALLENGE**

Henkel

A Brand Like a friend

Thank You!