

Welcome to



133 years - Quality from Henkel



1876 - 2009



Henkel Motto:



Henkel

A Brand Like a friend

Company's Structure



BU

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

Unternehmensbereich

- | | |
|---|-----------------------------------|
| W aschmittel | L aundry & Home Care |
| K osmetik | C osmetics & Personal Care |
| A dhesive | s (U-AC / U-AI/AS) |
| S hared S ervice O rganization (SSO) | |

Henkel Brands



schauma



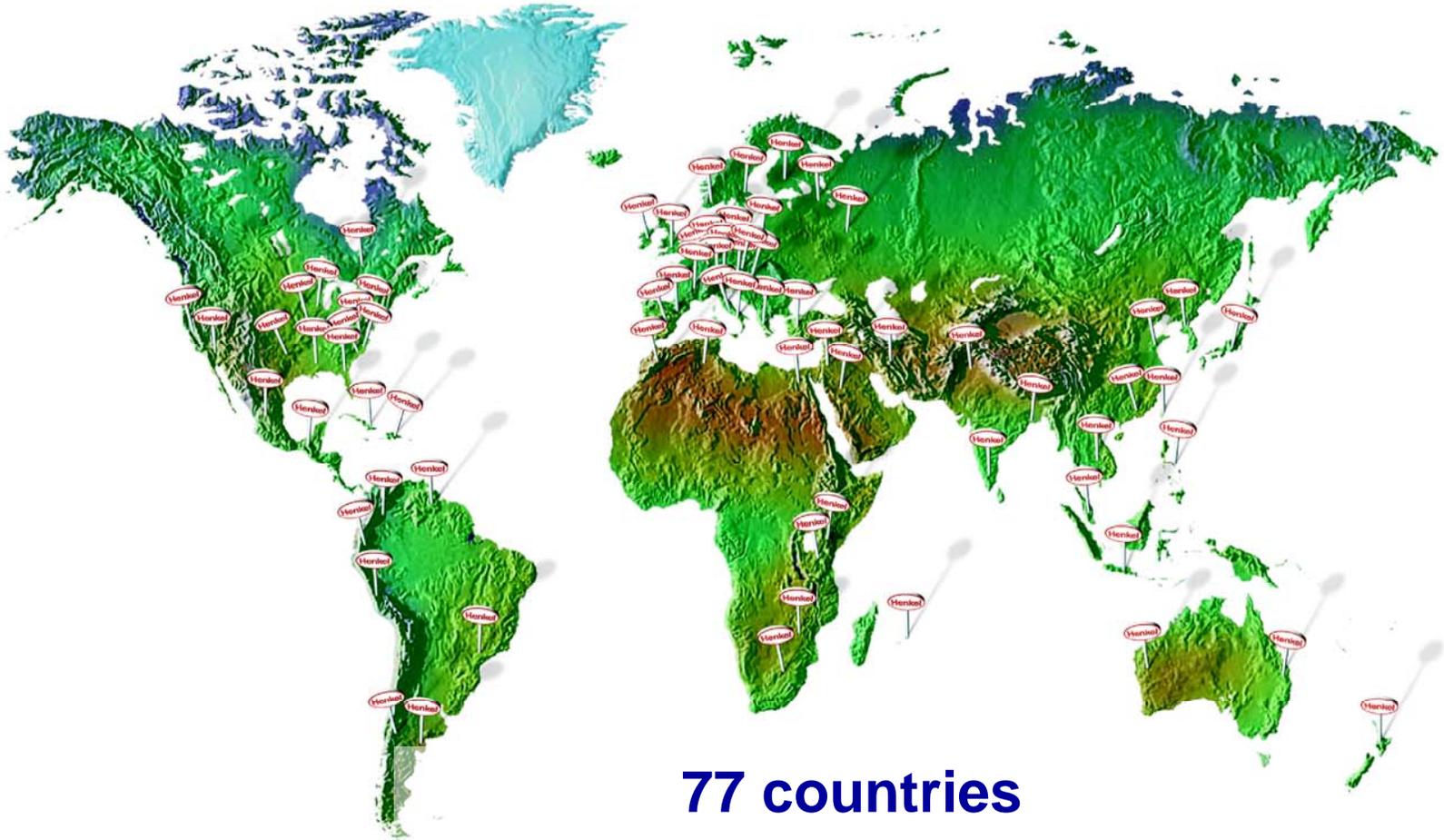
got2b™

OSiS



LOCTITE®

Henkel Worldwide



77 countries

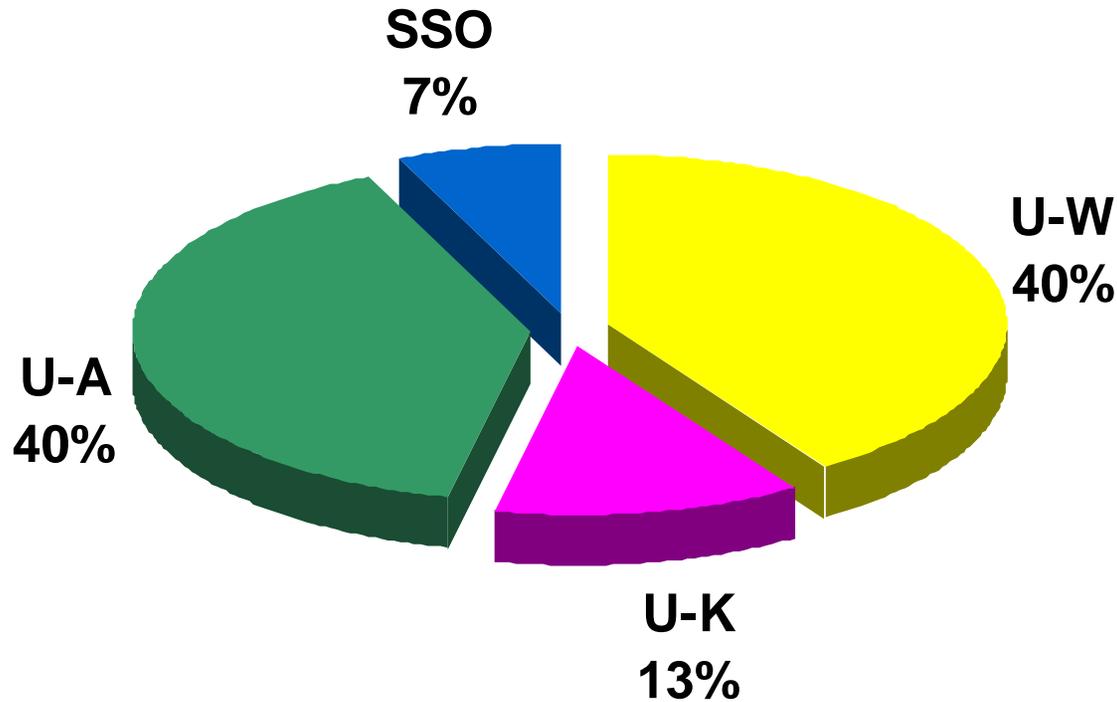
52 000 employees

77 % employees work abroad

Henkel Russia Team

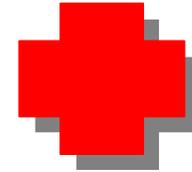


Henkel Russia is 2600 employees



- **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
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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!