



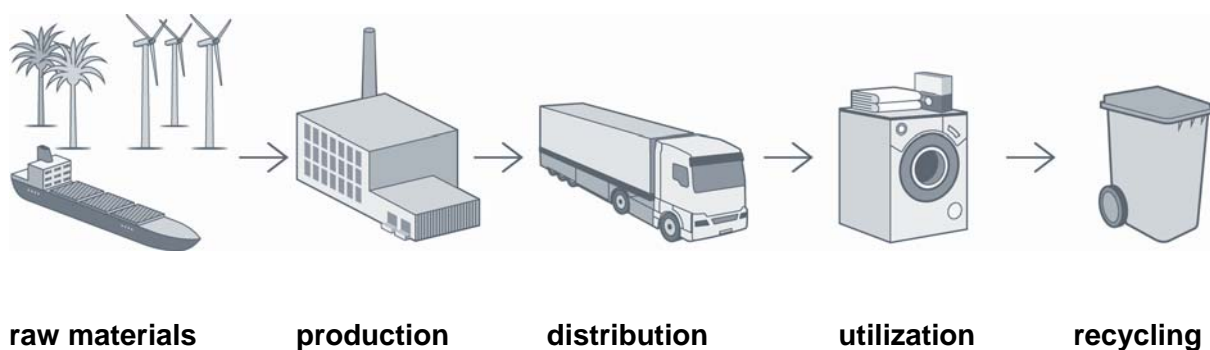
Invitation to Media-Event:

## **Sustainability, a factor of success – Responsibility throughout the value chain**

Date: 1 July 2009. Time: 9.30 a.m.  
Location: Henkel AG & Co. KGaA  
Henkelstraße 67 (Gate 1)  
Düsseldorf, Germany

### **Topics:**

**What is Henkel's understanding of sustainability**  
**Why sustainability is an important topic even in a time of crisis**  
**How Henkel applies sustainable development concepts throughout the value chain**



**Wednesday, 1 July 2009**

Henkel, Düsseldorf

9.30 a.m. Opening/Beginning of the event

**“Sustainability at Henkel”/“Quality & Responsibility” initiative**

Christian-André Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer, Henkel Laundry & Home Care

**Presentation of “Henkel-Sustainability#Master“**

Franz Speer, Corporate Director International Sales Unit, Henkel Laundry & Home Care

**Improvements throughout the value chain**

**“Raw Materials”**

Roland Schröder, Global Director Sustainability/Product Safety Department, Henkel Laundry & Home Care

**Improvements throughout the value chain**

**„Production and distribution“**

Dirk Holbach, Corporate Vice President Global Supply Chain Operations, Henkel Laundry & Home Care

1.30 p.m. Lunch and interviews (optional)

2 p.m. **Tour of our detergent production facility and visit to our research and development laboratories**

- Washing
- Mechanical dishwashing
- WC test system

4 p.m. **Improvements throughout the value chain**

**“Recycling”**

Roland Schröder, Global Director Sustainability/Product Safety Department, Henkel Laundry & Home Care

to 4.45 p.m. **Questions & Answers / Get-Together**

*The conference will be held in English*

*(Guided Tours will be offered in German and English language)*

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