



Leading with innovation

Henkel Indonesia opens Southeast Asia Regional Innovation Center

Henkel Indonesia has opened a Southeast Asia Regional Innovation Center in Bintaro, South Tangerang, which is the first-of-its-kind for the adhesives industry in the region. It represents a strategic move by Henkel Adhesive Technologies to combine its technical and innovation capabilities in the region under one roof to deepen collaboration with its customers and create greater value for them.

The Innovation Center aims to deliver exciting innovations and high impact solutions for the adhesives, sealants and functional coatings markets in Indonesia and across Southeast Asia. In line with this, the Innovation Center will partner with customers to develop new product applications and improve productivity and reliability in their production facilities.

Additionally, the regional Innovation Center will collaborate with Henkel's experts around the world to bring the company's global application expertise and innovation power to its customers in Indonesia and the region. To-date, with 6,500 specialists globally, Henkel's Adhesive Technologies has delivered customized solutions for countless applications to 130,000 customers. Globally, Henkel's research and development expenses for its adhesive technologies business were about 287 million euros in 2016.

"The Innovation Center underscores Henkel's commitment to empowering our customers and value-chain partners in emerging markets to move up the innovation value chain. Southeast Asia is definitely an important region for us and Indonesia is a key growth driver," said Csaba Szendrei, Corporate Senior Vice President, Packaging and Consumer Goods Adhesives, Henkel.

The 1,300-square meter Innovation Center houses an interactive customer experience zone, a spacious industrial area for testing and simulation, and six application laboratories. It also includes a Training Academy to provide customers and value-chain partners with in-depth technical skills and hands-on training on a broad range of topics, such as application and analytical techniques, troubleshooting, and best practices in safety and sustainability. The target industries include automotive, consumer, furniture, food and beverage, packaging, footwear and general industries.

With Indonesia as a key market for Henkel, the Innovation Center also represents the company's continuing investment in Southeast Asia's biggest economy. Established in 1974, Henkel Indonesia holds a leading market position in the adhesives industry, and its technical and product development team has commercialized several new products and applications in Indonesia with leading customers. This proven capability provides a strong foundation for setting up an innovation hub in Indonesia to serve customers locally and in the region.

Henkel Indonesia has selected Bintaro as the location for its business and innovation hub, due to its proximity to the highway, airport, and its customers situated in Tangerang, Jakarta, and Bekasi and Karawang where many industrial zones are based.



“The Southeast Asia Regional Innovation Center in Indonesia represents a major investment in advanced technologies and state-of-the-art equipment. It emphasizes our commitment to become more customer focused, innovative and agile,” said Lucky Lee, President of Henkel Indonesia.

“Together with our strong technical team and advanced plants, the Innovation Center strengthens our market-leading position and differentiates us as the innovation leader and total solutions provider for the adhesives industry in Indonesia.”



L-R: His Excellency Michael Freiherr von Ungern-Sternberg, Ambassador of the Federal Republic of Germany to Indonesia, ASEAN and Timor-Leste; Bapak Achmad Sigit Dwiwahjono, Director General of Chemical, Textile and Multi Various Industry, Ministry of Industry of Republic of Indonesia; and Csaba Szendrei, Corporate Senior Vice President, Packaging and Consumer Goods Adhesives, Henkel, sign the commemorative plaque during the opening of Henkel’s Southeast Asia Regional Innovation Center in Bintaro, South Tangerang. They are accompanied by Bapak Drs. H. Benyamin Davnie, Vice Mayor of Tangerang Selatan; and Lucky Lee, President of Henkel Indonesia.



Bapak Achmad Sigit Dwiwahjono, Director General of Chemical, Textile and Multi Various Industry, Ministry of Industry of Republic of Indonesia, strikes the gong during the opening of Henkel's Southeast Asia Regional Innovation Center in Bintaro, South Tangerang.



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L-R: Csaba Szendrei, Corporate Senior Vice President, Packaging and Consumer Goods Adhesives, Henkel; His Excellency Michael Freiherr von Ungern-Sternberg, Ambassador of the Federal Republic of Germany to Indonesia, ASEAN and Timor-Leste; Bapak Achmad Sigit Dwiwahjono, Director General of Chemical, Textile and Multi Various Industry, Ministry of Industry of Republic of Indonesia; Bapak Drs. H. Benyamin Davnie, Vice Mayor of Tangerang Selatan; and Lucky Lee, President of Henkel Indonesia, cut the ribbon to officiate the opening of Henkel's Southeast Asia Regional Innovation Center in Bintaro, South Tangerang.



The polyurethane rubber hot melt laminator machine allows customers to laminate wood of up to 2.4 meters by 1.22 meters. It caters to the furniture and building components industry.



The total organic carbon tester is used to identify contaminants such as oil and bacteria in water or liquid solutions for the transport and metal industry.



The state-of-the-art laminator machine is used to laminate flexible packaging for various products, such as food and shampoo sachets.



The interactive customer experience zone includes a showcase panel featuring our innovations and high impact solutions for the adhesives, sealants and functional coatings markets.



The Training Academy offers comprehensive training programs to equip customers and partners with relevant skills such as application and analytical techniques, troubleshooting, and best practices in safety and sustainability.