



Fact Sheet

18 January 2018

Southeast Asia Regional Innovation Center

On 18 January 2018, Henkel Indonesia officially 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 its collaboration with 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.

In Southeast Asia, Henkel Adhesive Technologies has around 80 technical and product development experts, with most of them based in Indonesia. Henkel Indonesia's 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.

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.

Customers and partners will have access to 71 state-of-the-art tools and machines to conduct trials and sample evaluation, as well as hand-on application training experience. The target industries include automotive, consumer, furniture, food and beverage, packaging, footwear and general industries.

With a contemporary and open concept décor, the Innovation Center aims to offer a dynamic and conducive environment to foster collaborative innovation, inspire disruptive ideas, and promote best practice sharing.