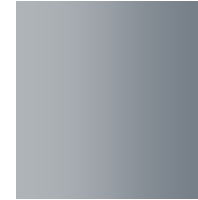


# Talent Agenda 2014

Ahmed Nasser  
GM Henkel GCC L



London  
16 May, 2014



## Introduction

### Ahmed Nasser ( 42 Years Old )

- General Manager Henkel GCC Laundry & home Care based in Dubai
- 19 years with Henkel started as a van sales rep
- Bachelor degree in law from Cairo University.
- 2004 moved to Henkel Saudi Arabia as sales Director,
- End of 2005 back to Cairo as sales director for Egypt.
- 2008 moved to Vienna/ Austria to join Henkel CEE regional team as senior international brand manager + KAM Metro
- April 2010 back to Cairo as Regional Sales Director MEA
- Squash player , coach & referee on a professional level till the age of 28



# Agenda



## 1. Henkel Introduction

2. SSA: Landscape




3. Employability Skills

4. Future Perspective



# Who we are

Global leading positions in consumer and industrial businesses

Consumer Businesses		Industrial Business
<b>Laundry &amp; Home Care</b>	<b>Beauty Care</b>	<b>Adhesive Technologies</b>
		
<b>Persil Purex Pril</b>	Schwarzkopf syOSS Dial	LOCTITE TECHNOMELT Pritt

## Who we are

### Henkel at a glance 2013

Around

**47,000**

employees all over  
the world

**16.4** billion euros

sales, 3.5% organic  
sales growth

**44%**

of our sales generated  
in emerging markets

**2.5** billion euros  
adjusted<sup>1</sup> operating  
profit (EBIT)

**57%**

of our sales generated  
by our top 10 brands

**137 years**

of brand success

<sup>1</sup> Adjusted for one-time charges/gains and restructuring charges.

## Strategic framework

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**Vision** A global leader in brands and technologies

---

**Values** Customers People Financials Sustainability Family

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**Strategy** Outperform Globalize Simplify Inspire

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**Targets** 20 bn € sales 10 bn € emerging markets sales 10 % EPS CAGR<sup>1</sup>

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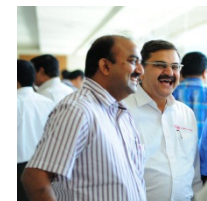
Targets 2016. Including continuous portfolio optimization.

<sup>1</sup> Adjusted earnings per preferred share; CAGR: Compound Annual Growth Rate.

## What guides us

Strong global team

- **Leading in diversity:**  
Employees from more than **120 nations**, around **32%** of our managers are women
- **Attractive employer:**  
Exciting career opportunities in our businesses around the world
- **Strong performance culture:**  
We encourage and reward excellent performance
- **Developing strong leaders:**  
Clear leadership principles, comprehensive training and development programs



# Agenda



1. Henkel Introduction

**2. SSA: Landscape**



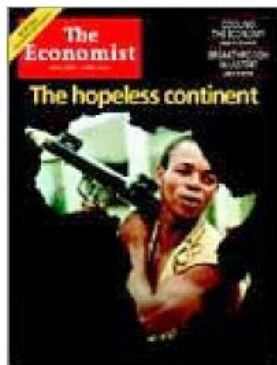
3. Employability Skills

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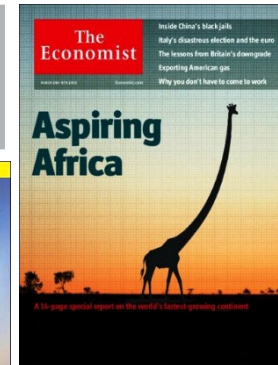


## Africa past & the future :

2000 / 02



2011 / 13



## Africa is important :

- 24 Mio Km<sup>2</sup> > 18% of world landscape
- 3000+ ethnic Tribes
- 2000+ languages / Dialects



Size of Africa =

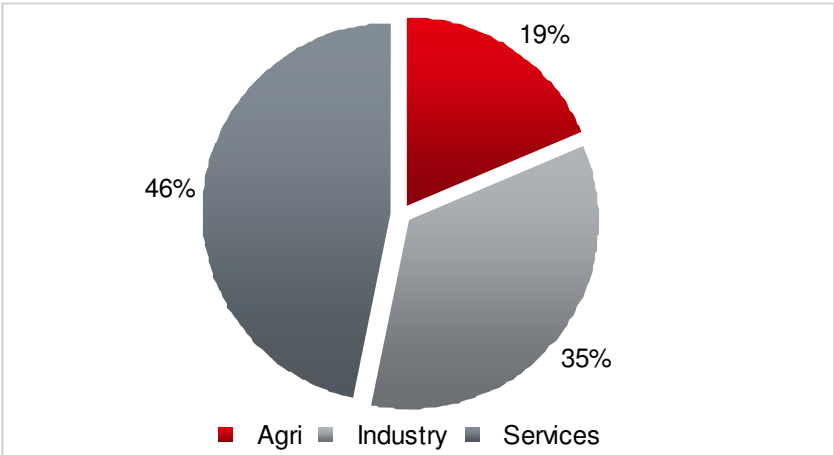
1. Europe
2. USA
3. China
4. India

# Resource Rich Continent

## Africa holds...

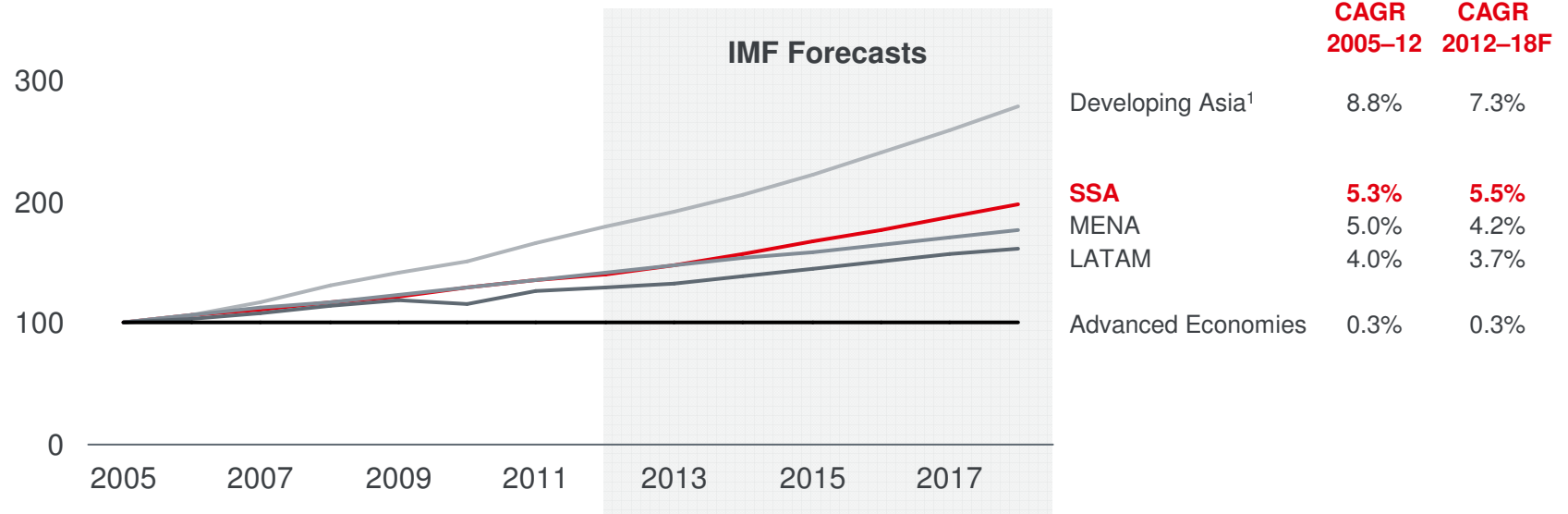
60%	...of the world's cultivatable land
95%	...of the world's platinum metals
90%	...of the world's chromite ore
50%	...of the world's cobalt reserves

## GDP Composition 2012



## Second Strongest Growing Region

### GDP at Constant FX (GDP 2005 = Index 100)



<sup>1</sup> Includes China and India

# SSA Emerging Opportunity: The Predictions

 REUTERS  
“Not investing in **Africa** is like missing out on Japan and Germany in the 1950s, Southeast **Asia** in the 1980s and emerging markets in the 1990s.”

“Sustained economic growth in Africa brought forth for the first time a broad **middle class**, ... and on par with the middle classes in billion-person emerging markets of China and India.”  
**THE WALL STREET JOURNAL.**

**Newsweek** “**Africa** is becoming the **new Asia**. Africa remains at the very frontier of emerging markets.”

**Bloomberg** “**Africa** has a yet-to-be-tapped investment, trade and market potential.”

# Big Players Already Investing

**Nestlé - 4 billion \$**  
investments 2011-13

**Coca Cola- 3.5 billion \$**  
investments 2010-13

**SABMiller - 2.5 billion \$**  
investments next 5 years

**P&G - 450 million \$**  
investments 2013

**Checkers - 129 new**  
**supermarkets by 2014**



*“If there was more of Africa,  
we’d be investing in it”*

**Graham Mackay**  
SABMiller CEO

# Agenda



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**3. Employability Skills**

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## Who we are looking for

Make a difference



### We are looking for people who excel in the following areas

- Initiative & determination to achieve
- Decisiveness & risk-taking
- Driving change & innovation
- Perspective & judgment
- Conviction & leadership
- Coaching & personnel management



## ATTRACT Middle East / Africa

### Key Enablers



# Agenda



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# Attraction & Recruitment Focus

## Strategic Priorities



## Key Messages :

- Africa is the future

**Newsweek**

*“Africa is becoming the new Asia. Africa remains at the very frontier of emerging markets.”*

- Companies are demanding certain skills

Who we are looking for  
Make a difference



We are looking for people who excel in the following areas

- Initiative & determination to achieve
- Decisiveness & risk-taking
- Driving change & innovation
- Perspective & judgment
- Conviction & leadership
- Coaching & personnel management

- The companies has to play a crucial role

### Our Strategic Priorities

- Local , Regional & Global talents from Africa

- Inspire to attract
- Fill in the recruitment Gaps
- Secure a future Talent Pipeline
- Recruit & retain future leaders
- Diverse Team



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Thank you

