



Creative thinkers wanted: DHL presents third Innovation Award

Entries accepted until 31 July 2010

Bonn, 25 June 2010: Innovative ideas, sustainable and efficient logistics concepts are the key topics of the DHL Innovation Award. This is already the third year in which the world's leading logistics company recognizes outstanding and forward-looking logistics solutions under the theme of "Space for Solutions". The focus of the 2010 Award is, above all, on innovative young scientists, but highly committed employees and companies as well as development partners are also encouraged to submit entries to get awarded once again.

"We need creative ideas to enable logistics to meet the requirements of tomorrow," emphasizes Petra Kiwitt, Head of DHL Solutions & Innovations, the business unit that pools the innovation activities of the various DHL business areas. "This need for creativity is confirmed by the many projects we have developed in our DHL Innovation Center together with partners from the business and scientific community, and which are now ready to be marketed. The DHL Innovation Day and its award ceremony have become integral parts of our support for committed people who are ready to assume thought leadership without losing sight of the practicability of their ideas."

Creative solutions that are focused on customer needs have the best chance of winning. It is a prerequisite to not only present the theoretical approach but to also provide some first assumptions on the market potential of the solution. The submission of a business plan will increase the chances of winning. A panel of experts from R&D, politics and business will evaluate the entries.

This year's competition will run through 31 July. A prize of 5,000 euros awaits the winner at the award ceremony which will once again take place at the DHL Innovation Center near Bonn, Germany, at the end of 2010.

Entries may be submitted online via www.dhl.com/innovationday. Registration is only available through the online form.



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DHL is part of Deutsche Post DHL. The Group generated revenue of more than 46 billion euros in 2009.