

PRESS RELEASE

Bayer wants New Zealand's Leading Innovators

Auckland, May 2010 - Bayer, a global leader in innovation, is looking for New Zealand's most innovative people to enter the Bayer Innovators Awards, in association with the National Business Review.

The awards, which recognise top innovators in the fields of Science and Health; Design and Engineering; Agriculture and Environment; Research and Development; and Information Technology and Communications, are open for entries until 11 June 2010.

Bayer New Zealand would like to hear from individuals who are involved in a successful innovation or innovative project, or who are recognised by colleagues as an ideas person with innovative successes.

Bayer Corporate Communications Manager William Malpass said that as a global company with a proud history in research and development, Bayer had always recognised the link between innovation and business success.

“That's why we're once again teaming up with the National Business Review to find New Zealand's most innovative people through the Bayer Innovators Awards 2010,” he said.

“It may be that you are involved in an exciting project or know someone who is. If that is the case, then we want to hear from you.”

The National Business Review will showcase the top innovators from each of the categories and winners will be announced at a special cocktail event on 24 August 2010.

Mr Malpass said this was the fourth year the Awards had been held and each year they went from strength to strength.

Entries for the awards are now open and can be made through the website www.bayerinnovators.co.nz. Closing date for entries is 11 June 2010.

Winners from last year were Patrick Costigan (information & communication technology), Dr Brian Ward (Science & Health), Rod Walker (Design & Engineering), Richard Warrick (Agriculture & Environment) and Professor Jim Johnston (Research & Development).

For more information visit: www.bayerinnovators.co.nz



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