

Media Release



BASF's Kids' Lab teaches learners at Scifest Africa that chemistry is a solution provider

- **Fostering learners' interest in chemistry**
- **Highlighting the importance of water resources**

Johannesburg, South Africa – 07 March 2014 - Following last year's success of its Kids' Labs workshops at the National Science Festival, and being recognised with the "Best Newcomer Exhibition" award, BASF will once again present young learners with the excitement of hands-on chemistry experiments at the Festival this year, taking place in Grahamstown, Eastern Cape, from 12 to 18 March 2014.

The Kids' Lab is aimed at learners between the ages of 8 and 14. It enables young people to gain a better understanding of chemistry, and encourages them to find out more about the world around them. All of this is done in a fun and practical learning environment for both the learners and facilitators. Through participation in a variety of water-themed experiments, learners are given the opportunity to explore the magic of chemistry in the world around us. They are given the opportunity to conduct their own experiments on water purification and water storage, directed by picture guides and supervised by the BASF facilitators. Kids' Lab also encourages learners to recognise the importance of water to the survival of the world, emphasizing that:

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- Chemistry plays a key role in life;
- Chemistry offers interesting and challenging problems;
- “Doing” chemistry is fun;
- Water is a critical and valuable resource; and
- Chemistry facilitates the responsible handling of water.

Explains Joan-Maria Garcia-Girona, Head of BASF Business Center South Africa & Sub-Sahara: “Through initiatives such as Kids’ Lab, BASF continues to foster young people’s interest in natural sciences, especially chemistry, and this year’s Scifest Africa, themed “Into the Space!” presents the ideal platform to achieve this goal.” The BASF team, in joint effort with the SciEnza, the Science Center of the University of Pretoria, is committed to make a difference to the lives of our young scientists! “

BASF will form part of the German Embassy exhibition stand hosting several German companies, including Evonik, Festo, Lanxess and Siemens. As part of the German Embassy’s exciting new contest “Science Slams” which will be a prominent feature of the Festival, BASF will sponsor the winner.

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About BASF, South Africa

BASF has been doing business in South Africa over 45 years. Headquartered in Midrand, Johannesburg, the BASF Group in South Africa consists of eight companies with locations in Johannesburg, Port Elizabeth and Cape Town. Apart from a world-class automotive emission catalysts production site in Port Elizabeth BASF also recently invested in a dispersions production plant in Durban which is producing acrylic dispersions since third quarter of 2012. The local groups’ employee complement is around 1000 people.

Other local group portfolio includes chemicals, plastics, dispersions, agricultural products and nutrition. BASF products are used for industrial applications in various sectors e.g. paper, packaging, and leather, detergents, cosmetics, construction, mining, agriculture and automotive industries.

For further local information visit the Website: www.basf.co.za.

About BASF Globally

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.