

News Release

150 years



National Science Week 2015 – Collaboration between BASF and Sci-Bono Discovery Center in Newtown, Johannesburg.

July 30, 2015
300715//lb
Linda Brown
Phone: +27 41 401 1145/1000
linda.brown@basf.com

- **Kids' Lab has evolved into an award winning global programme**
- **Participation of over 472 000 kids in 35 countries globally**
- **Helping to support the strive to improve science literacy in the country**
- **Highlighting the topic of food resources as part of BASF's 150th anniversary**



Johannesburg, South Africa – 30 July 2015

Global chemical company, BASF is celebrating its 150th anniversary year in 2015. As part of the celebration, the company will once again host its highly successful Kids' Lab workshops at this year's National Science Week taking place at the Sci-Bono Discovery Center in Newtown, Johannesburg, from 3-8 August 2015. Since 2011 the Kids' Lab has evolved into an award winning global programme, with over 472 000 children having participated in the programme around 35 countries globally so far.

National Science Week is an initiative of the Department of Science and Technology and is a countrywide celebration of science involving various stakeholders and role players conducting science-based activities throughout the week.

BASF Holdings South Africa
852 Sixteenth Road, Midrand
Phone: +27 11 203 2400
<http://www.basf.co.za>
Media Relations
Phone: +27 41 401-1145
Mobile: +27 79 511 4086

At Kids' Lab, children between the ages of 8 and 15 are given the opportunity to explore chemistry by engaging and collaborating while conducting professionally guided experiments.

Using science, the learners' determination also leads them to the discovery that at BASF, we create chemistry.

Throughout its 150th anniversary year, and under the strategic corporate purpose of "We create chemistry for a sustainable future" BASF is focusing on the three major topics of energy, food and urban living and, in particular, the sustainability of our planet. A key component of these focus areas is creating platforms for conversations across the globe with all stakeholders, and, in particular, with members of the scientific community. Explains Joan-Maria Garcia-Girona, Vice-President and Head of BASF Business Center in South Africa & Sub-Sahara: "From its early beginnings, BASF has always had an innovative and collaborative culture and, to this day, continues to work closely with university researchers, scientists and chemists who have provided the cornerstones for our research," he said.

"With BASF being a science and research-based company, one of the critical factors for our continued success for the next 150 years and beyond, is supporting the development of the next generations of scientists," continues Garcia-Girona. "Inspiring an interest in natural sciences among young people is a key goal of BASF's global commitment to education. That is why the company hosts Kids' Labs in 35 countries around the world to enable children to experience chemistry and science hands-on. The National Science Week is the ideal platform to achieve this goal."

To mark BASF's 150th anniversary in 2015, a new experiment called "Keep cool!" has been developed. As with the previous water-themed programme, the latest offering focuses on a theme of global social relevance: How can we avoid food losses so that there is enough healthy food for everyone to eat? Children attending the "Keep cool!" workshop engage with this topic by looking at the

question relevant to their age group, for example, “How can we keep drinks cool for longer?”

At Kids’ Lab, we not only strive to improve science literacy, but also harness the wonders of chemistry to captivate the inquisitive nature of the young generation, creating a “Wow” effect.

ENDS

About BASF, South Africa

BASF has been doing business in South Africa for over 45 years. Headquartered in Midrand, Johannesburg, the BASF Group in South Africa consists of five companies with locations in Johannesburg, Port Elizabeth and Cape Town. BASF has six production sites, including a world-class automotive emission catalysts production site in Port Elizabeth. In 2012 BASF invested in a dispersions production plant in Durban which is producing acrylic dispersions. Since 2013 former Becker-Underwood now BASF Agricultural Solutions also forms part of the group in South Africa. The local groups’ employee complement is around 1000 people.

Other local group portfolios include 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

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, 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 over €74 billion in 2014 and around 113,000 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.