

TV-Service – Seeing is believing

BASF in motion

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Annual Press Conference

Ludwigshafen, Feb 27, 2018

We work on finding solutions for future challenges in the areas of urban life, nutrition and energy. We show you our top innovations, the latest products, and provide you with an overview of our worldwide Verbund sites.

Footage material

As the world's leading chemical company, we believe strongly in the emotional appeal of film as a way of making innovations and solutions come alive before the viewer's eyes. Of course, as a journalist you can't be everywhere, but we can help bring you a little closer to our world.

00'08

(01) Smart Manufacturing

Butadiene plant



We are increasing the effectiveness of our plants and the efficiency of our production processes through the use of digital technologies and data. With mobile devices, we have access to relevant information for our daily work. The tight integration of production and business processes allows us to make better and faster decisions.

Augmented Reality

The “Augmented Reality” application supports employees at our plants in their daily tasks. Through the application, they have direct and quick access to necessary information via especially equipped

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mobile devices, such as tablets or smartphones. This enables us to increase the efficiency of our processes and ensure a more sustainable knowledge transfer.

02'24

(02) BASF Verbund site Ludwigshafen

Aerial shots



As the headquarters of BASF, it is the cradle of the Verbund concept, where production facilities, energy flows and logistics are networked together intelligently in order to utilize resources as efficiently as possible. With around 250 production facilities, hundreds of laboratories, technical centers, factories and offices in an area of approximately ten square kilometers, the site is the largest integrated chemical complex in the world.

BASF's largest logistics center, with a total area of 120,000 square meters, is located in the northern part of the site Ludwigshafen. It handles one million pallets a year which makes it Europe's largest logistics center for packaged chemicals.

05'04

(03) BASF Innovation Campus, Shanghai

Material Physics and Analytics Lab



In November 2012 BASF inaugurated its first Innovation Campus Asia Pacific and its new Greater China headquarters. The €55 million expansion of BASF's site in Pudong, Shanghai, where the new facilities are located, marks the company's most important innovation investment in the region to date.

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Globally, at about 70 research and development centers, more than 10,000 BASF researchers in various disciplines are engaged in about 2,800 research projects around the world. The BASF central research and development organization is also integrated into an interdisciplinary and international network.

07'34

(04) QURIOSITY

BASF's new Supercomputer



The new BASF supercomputer is intended to find new chemical compounds and products that would otherwise remain undiscovered. Researchers and developers in particular were waiting eagerly for QURIOSITY – with its concentrated computing power and fed with the right information, the supercomputer can help to evaluate complicated models.

QURIOSITY - the most powerful computer in the chemical industry worldwide

In the future, QURIOSITY is intended to help with tasks like calculating new molecular compounds in a very short time. BASF researchers will be able to use it to find out what happens when variables in a chemical compound change, and then to test the new compounds in laboratory experiments. It is intended that, by simulating chemical processes, the supercomputer will reveal completely new possibilities that were previously considered impossible theoretically or on a laboratory scale.

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10'10

(05) BASF Plant Health, Durham, North Carolina, USA

Research Triangle Park - Plant Health Research



One challenge for sustainable development is ensuring enough food for a growing world population. Since arable farmland is limited, innovations are essential here. Our research and development activities focus on solutions ranging from soil to seeds and crops.

In addition to products for seed enhancement and innovations for better soil management, BASF will also provide technologies that make plants more resistant to stress factors such as heat, cold and nutrient deficiency. These solutions strengthen the health of crops, thus going beyond conventional crop protection.

12'22

(06) BASF Catalysts

Engine Lab – Hannover, Germany



BASF's Catalysts division is the world's leading supplier of environmental and process catalysts. The group offers exceptional expertise in the development of technologies that protect the air we breathe, produce the fuels that power our world and ensure efficient production of a wide variety of chemicals, plastics and other products, including advanced battery materials.

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The Global Leader in Catalysis

By leveraging our industry-leading R&D platforms, passion for innovation and deep knowledge of precious and base metals, BASF's Catalysts division develops unique, proprietary solutions that drive customer success.

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