

# News Release

January 16, 2018

## **BASF innovations bring a shine to life at CHINAPLAS 2018**

- **BASF materials brought to life with onsite fashion shows, scene recreations, and Tech Talks**
- **Launch of new co-creation projects with internationally recognized partners**
- **BASF at CHINAPLAS 2018: April 24-27 at 7.2J61, National Exhibition & Convention Center, Shanghai, China**

Shanghai, China – January 16, 2018 – BASF will show how innovations from chemistry can bring a shine to life at CHINAPLAS 2018 in Shanghai. Onsite fashion shows will demonstrate the innovative possibilities of BASF materials in consumer products, apparel, and technology, while scenes from transportation, automation, daily life, and infrastructure will be recreated with BASF material solutions to showcase a unique vision of future urban lifestyles.

BASF and four internationally recognized partners, from industrial, consumer, construction and transportation, will launch a group of all-new co-creation projects at the show. BASF and these partners will also hold Tech Talks to provide behind-the-scenes insights on the collaboration process from material selection to production.

### **About BASF in Greater China**

BASF has been a committed partner to Greater China since 1885. With major investments in Shanghai, Nanjing and Chongqing, BASF is the largest foreign investor in China's chemical industry, and maintains the BASF Asia Pacific Innovation Campus (Shanghai) as a global and regional research and development hub. BASF posted sales of €5.9 billion in 2016 to customers in Greater

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China, and employed 8,805 people as of the end of that year. For further information, please visit [www.basf.com/cn](http://www.basf.com/cn).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).