

News Release



BASF introduces “Clever Foodies” experiments to children in Indonesia for 20th anniversary of Kids’ Lab

- **BASF Kids’ Lab brings chemistry to life with safe, hands-on experiments**
- **Boosts over 700 Indonesian kids’ dietary awareness and fosters healthier eating habits**

Jakarta, Indonesia – November 4, 2017 – Celebrating the 20th anniversary of BASF Kids’ Lab globally, BASF, the world’s leading chemical company, introduced three new interactive experiments to children in Indonesia for the latest session of this iconic science education program. On November 3-4, more than 700 children aged from 6 to 12 will discover the wonders of chemistry at Ice Palace, Lotte Shopping Avenue, next to BASF’s head office in Jakarta.

With an emphasis on health and nutritional education, the new experiment program is designed under the theme of “Clever Foodies: Why are fruit and vegetables colorful and healthy?” The three experiments, such as Vitamin C Champion, Fruit and Vegetable Challenge and Healthy Rainbow, will help children understand how chemistry relates to fruit and vegetables, helping to inspire an interest in how chemistry plays a part in daily life.

In the experiments, children will learn to measure and compare Vitamin C content and other substances in a variety of fruit and vegetables, encouraging them to make positive changes towards healthier eating.

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“In line with BASF’s corporate citizenship initiatives, we focus our social activities on creating a positive impact on society through education. The hands-on experiments at Kids’ Lab this year are designed to stimulate children’s interest in science through the appreciation of healthy food from an early age,” said Daniel Loh, President Director of BASF Indonesia.

Dedicated sessions were also arranged for schools from the community where our Cimanggis plant is located. “Through BASF’s products and solutions, we have shown that chemistry is a key enabler for a sustainable future. Through Kids’ Lab, we hope that children would experience the fascinating world of chemistry, learn about its importance in everyday life, and hopefully aspire to be scientist in the future” added Daniel.

About BASF Kids’ Lab Program

At BASF, education is the key to the future of our children, and it plays an important role in the development of society. With our Social Engagement Strategy, we want to open up learning opportunities and to encourage children's sense of discovery and teach good science methods and skills. This helps us to meet the challenges of tomorrow and to create a sustainable future.

The BASF Kids’ Lab program is an interactive, fun and free chemistry education program designed for kids aged 6 to 12 years to discover the world of chemistry through simple and safe hands on experiments. The program has been brought to more than 40 countries across the globe, including the U.K., the U.S., Australia, Singapore, India and Japan. It was established in 1997 in Ludwigshafen, Germany, and celebrates its 20th anniversary this year.

In Asia Pacific, more than 300,000 kids have participated since 2002. The program has been introduced to Indonesia since 2005, benefitting more than 7,000 children.

About BASF in Indonesia

BASF has been investing in Indonesia since 1976. Today, BASF products and solutions for customers in Indonesia range from petrochemicals, monomers, intermediates, dispersions and resins, care chemicals, nutrition and health, performance chemicals, catalysts, construction chemicals, coatings and performance materials to crop protection. The head office for BASF Indonesia is located in Jakarta, and BASF operates four production sites, in Cengkareng, Cimanggis, Cikarang and Merak. In 2016, BASF posted sales of approximately €470 million to customers in Indonesia and employed 662 employees as of end of the year. Further information on BASF in Indonesia is available at www.basf.com/id.

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.