

# News Release

## Ride on discovery: BASF Kids' Lab 2024 was launched at China Science and Technology Museum in Beijing

- **Two new scientific experiments highlight material innovation**
- **Interactive displays showcase how advanced materials enhance the sporting experience and foster a healthy lifestyle**
- **20 years of collaboration with CSTM to support children's science education**

Beijing, China – July 16, 2024 – BASF announced the launch of its Kids' Lab 2024 Beijing station at the China Science & Technology Museum (CSTM) today. This initiative, aimed at promoting science education among children, has gained popularity over the years. The program offers two new engaging and safe scientific experiments, known as "Fantasy Foam" and "Water Absorbent Magic", enabling children to explore the fascinating world of polymers this year. Starting from July 16 to 21, children aged 6 to 12 can participate in this program at CSTM. Through hands-on activities, they will learn how scientists leverage material innovation to develop customized solutions that enhance our daily lives.

“Over 20 years ago, BASF launched the Kids' Lab program in China, starting in Beijing. We're excited to continue our partnership with China Science & Technology Museum to inspire children's curiosity in chemistry,” said Jens Hildebrandt, Vice President, Government Relations Greater China, BASF. “This year, our Kids' Lab program focuses on advanced materials, highlighting their importance in driving social progress and sustainability. We invite kids to an exciting journey into the world of chemistry!”

"Since its introduction at CSTM in 2005, the BASF Kids' Lab has become one of the most valued summer events for children and parents, " said Qian Yan, Vice Director of the China Science & Technology Museum, "By promoting this program, we shared the same vision with BASF to encourage children's interests in science and inspire a passion for learning through enjoyable and interactive experiments."

This summer, BASF Kids' Lab will visit cities in Greater China including Taipei, Shanghai, Kaohsiung, Beijing, Chongqing, and Zhanjiang, inspiring children across different cities to learn through play in a delightful space designed for science experiments. The program will also feature interactive displays showcasing how advanced materials can enhance the sporting experience and foster a healthy lifestyle.

As the world's leading chemical company, BASF actively takes on its social responsibility and is committed to promoting science education to enhance public understanding of the chemical industry. For more than 20 years, BASF Kids' Lab program has been providing an enjoyable and educational science exploration experience to more than 210,000 school-age children in China during summer.

The experiments at 2024 BASF Kids' Lab Beijing station include:

**Fantasy Foam (45-minute workshop, eligible for children aged 6-12 years old)**

Polyurethane (PU) is an advanced material that can be seen everywhere in our daily life. Through foaming technology, PU can be molded into various shapes, making it an ideal material for creating toys. How is PU foam made? What is the science behind it? In this experiment, children can observe the foaming and expansion process of PU foam plastic, know about its chemical reaction and material properties, and experience the magical world of foaming.

**Water Absorbent Magic (45-minute workshop, eligible for children aged 6-12 years old)**

Paper towels and sponges are common water absorbents in our daily life. In the world of chemistry, superabsorbent materials possess a remarkable capability to absorb and retain liquids that is thousands of times their own mass. Even when subjected to external pressure, separating the absorbed water from the material is

difficult. This extraordinary property has made them utilized in the production of baby diapers. Through this experiment, children will have the opportunity to discover how different materials absorb water, while exploring the magic of superabsorbent.

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).

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

BASF has been a committed partner to Greater China since 1885. With large production sites in Shanghai, Nanjing, Chongqing and Zhanjiang, as well as a regional research and development hub in Shanghai, BASF is a major foreign investor in the country's chemical industry. BASF posted sales of approximately €9.4 billion in 2023 to customers in Greater China and employed 12,115 people as of the end of the year. For further information, please visit [www.basf.com/cn](http://www.basf.com/cn).