

News Release



BASF brings new experiments to children in Taiwan for 20th anniversary of Kids' Lab

- **Over 1,200 children in Taipei and Kaohsiung will enjoy brand new experiments about nutrition**
- **New “Clever Foodies” program celebrates 20th anniversary of BASF Kids' Lab**
- **New experiments to be launched online at Virtual Kids' Lab in mid-July**

Taipei, Taiwan – July 3, 2017 – To mark the 20th anniversary of its interactive science program, BASF Kids' Lab, BASF will bring a new experiment program to children in Taiwan. Taking place at National Taiwan Science Education Center in Taipei on July 3-5 and National Science and Technology Museum in Kaohsiung on July 11-12, the Kids' Lab activities will let children explore how good food can contribute to a healthy lifestyle.

With an emphasis on health and nutritional education, the new experiment program is designed under the theme “Clever Foodies: Why are fruit and vegetables colorful and healthy?” It consists of three experiments that will help children understand how chemistry relates to fruit and vegetables, helping to inspire an interest in how chemistry is a part of daily life.

More than 1,200 primary school children will conduct hands-on and fun-filled chemistry experiments under the guidance of instructors and BASF volunteers. 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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“As part of BASF’s social engagement strategy, the hands-on experiments at Kids’ Lab encourage children to discover the chemistry they see around them every day and to awaken their interest in natural science and sustainability from an early age,” said Kin Wah Chay, Managing Director of BASF Taiwan.

In addition, the online platform “BASF’s Virtual Kids’ Lab” will launch four new interactive experiments in Traditional Chinese: “Power from The Sun”, “Chemistry Lab Bakery”, “The Foaming Beads” and “The Bubbling Refreshment”, in mid-July. Children can experience the fun world of chemistry online and learn how chemicals work under the guidance of Dr. Bubbles, the mascot of BASF Kids’ Lab.

BASF’s Virtual Kids’ Lab: <http://kidslab.basf.com/tw/virtual-lab>

About BASF Kids’ Lab Program

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 Taiwan since 2007, benefitting more than 10,000 children.

About BASF 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 China, and employed 8,805 people as of the end of that year. For further information, please visit www.basf.com.

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.