

# News Release

September 25, 2018

## BASF increases its footprint in Algeria

- **BASF expands its presence in North Africa by moving to a new office in Algiers.**

BASF, the world's leading chemical company recently reinforced its presence in Northwest Africa by celebrating the opening of a new office in Cheraga region, Algiers. The inauguration ceremony was attended by several delegates from the German Embassy, the German Chamber of Commerce, Industrial Federations, as well as BASF customers and partners.

At the ceremony, Khaldoun Bouacida, Country Cluster Head BASF Northwest Africa said "We are very proud to be opening these offices today and to signify our intent to continue to invest in Africa and in our presence in Algeria"

Andreas Birchner, Managing Director BASF SpA Algeria, affirmed during this inauguration that BASF aims to confirm its leading position in Algeria in different segments ranging from construction, consumer goods, care chemicals, oil and gas, agriculture and plastics, and other sectors. Through our country strategy, we have established concrete measures and steps to strengthen the awareness, engagement and commitment of BASF to maintain Algeria as a driver of growth in Africa.

The growth strategy is driven by BASF's innovative products and solutions that contribute to conserving resources, ensuring good nutrition, improving quality of life and creating local value.

BASF has been present in North Africa for over 60 years. In Algeria, BASF's activities were supported by several representatives since 1963, before the creation of two BASF subsidiaries in Algiers in 2000 and 2006.

### **About BASF in Africa**

At BASF – we create chemistry and have been doing so in Africa for over 90 years. Africa is divided into four country clusters, with headquarters in Midrand, South Africa for Southern Africa; Nairobi, Kenya for East Africa; Lagos, Nigeria for West Africa and Morocco for North-West Africa. BASF employs around 1600 people in Africa. Since 2016 the BASF African headquarters is based in Nairobi, Kenya. Further information is available at [www.basf.co.za](http://www.basf.co.za), [www.basf.co.ma](http://www.basf.co.ma)

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 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 €64.5 billion in 2017. 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).

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