

## News Photo

August 22, 2019

### From inspiration to solution: BASF launches Creation Center in China

Shanghai, China – August 22, 2019 – BASF today launched its Creation Center in Shanghai, China, bringing customers and BASF experts together to transform conceptual ideas into creative solutions.



The Creation Center in Shanghai, China was opened by Andy Postlethwaite (right), Senior Vice President, Performance Materials Asia Pacific, BASF, and Alexandre Dreyer, Leader Creation Center, Asia Pacific, BASF.

At the Creation Centers, equipped with world-class workshop facilities and interactive material showcases, BASF provides resources to discover, understand, and create new and improved products and solutions with BASF materials. Customers can explore innovative material solutions, use interactive digital tools such as a tablet device that enable them to learn about the materials, and participate in ideation and material consultancy workshops. Together with BASF experts, they can seamlessly collaborate from design development to advanced simulations through computer-aided engineering (CAE) through to advanced prototyping. In Asia, BASF also operates Creation Centers in Mumbai, India, and Yokohama, Japan.

#### **About BASF's Performance Materials division**

BASF's Performance Materials division encompasses the entire materials' know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2018, the Performance Materials division achieved global sales of €7.65 bn. More information online: [www.plastics.basf.com](http://www.plastics.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 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).