

# News Release

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## **BASF supports next generation of automotive refinishers at the global WorldSkills competition**

- **BASF's commitment highlights importance of non-academic occupations**
- **Participants exclusively use products from BASF's refinish portfolio**
- **Finals of the WorldSkills will take place in Kazan, Russia**

Known internationally as the world championship of non-academic occupations, the WorldSkills competition aims to motivate young people worldwide to take up a trade or technical profession. By sponsoring this initiative, the Automotive Refinish business unit of BASF's Coatings division supports young talents, inspires them, and makes them excited about the spray painting profession in particular. Initiated in 1950, trainees and young skilled workers from all over the world compete with each other at the WorldSkills and measure their skills in numerous categories ever since. Through national and regional preliminary competitions only the best of their trade qualify for the finals of the biennial world championships. For BASF as the global industry partner of WorldSkills International with its Glasurit® brand since 2017 and also the official sponsor in the "Car Painting" category, the competition is a great opportunity to support the next generation of automotive refinishers and also make the paint and coatings industry aware of young, well-trained talents. "Starting a career as an automotive refinisher requires a lot of skills, a good understanding of products and processes and of course a good training. Therefore, it is important for up-and-coming spray painters to join world-class competitions like the WorldSkills or the R-M Best Painter Contest to challenge and develop themselves in skills and sustainable practises for long term success. With our initiatives and training platforms, we take an active role in supporting young talents, provide them with the

respective know-how and and make their occupation more visible,” says Dr. Harald Borgholte, Global Strategic Marketing & Product Development, BASF Coatings.

At the WorldSkills competition, participants in the category “Car Painting” will exclusively use products from the comprehensive portfolio of BASF’s refinish brands Glasurit or R-M, depending on the country, as well as the RODIM brand range of paint-related products. Local trainers and online tutorials will help the young spray painters to learn more about efficient application processes and provide them with useful tricks for best results. During the finals, the jury will also pay close attention to a sustainable way of working. By selecting the right products, reducing waste and re-using materials, the participants will be in the position to combine ecological vision and economic success.

From August 22 to 27, young professionals under the age of 25 will meet for the finals in Kazan, Russia, to prove their craftsmanship in the international competition. WorldSkills organizers are expecting more than 100,000 visitors from all over the world as well as 1,600 participants from more than 60 countries who will measure their skills against each other in 56 performance competitions.

#### **About BASF’s Coatings division**

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2018, the Coatings division achieved global sales of about €3.86 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit [www.basf-coatings.com](http://www.basf-coatings.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).