

# News Release

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July 10, 2018

## **BASF Calls for Proposals: Inaugural Newtrition Health Innovation Challenge**

Ludwigshafen, Germany and Singapore – July 10, 2018 – Newtrition®, BASF's human nutrition brand invites innovators and entrepreneurs worldwide to participate in the first-ever Newtrition Health Innovation Challenge. Co-hosted by Newtrition and BASF Venture Capital (BVC), the challenge is an opportunity for applicants to present breakthrough solutions for pressing health challenges to the jury that is composed of representatives from BVC, BASF Human Nutrition R&D, marketing and sales, as well as a panel of renowned professors at a one-day event in Singapore on October 8, 2018.

The selected applicants will receive valuable insights on how BASF can support, collaborate, and partner at different stages of solution development; from ideation to prototyping, supply chain and commercialization. Each shortlisted proposal will also be discussed in-depth with the panel, and considered for specific partnership possibilities and a potential investment by BVC.

The Newtrition Health Innovation Challenge seeks innovative partners to address solutions for the following key health challenges:

1. **Diagnostic Tools:** Novel, easy-to-use, cost-effective, and non-invasive tools for scalable assessment of the nutritional status of people in various life stages.

2. **Personalized Nutrition:** Effective and accurate translation of nutritional status into advice and interventions that can deliver the right nutrients to the right people at the right time.
3. **Healthy Microbiome:** Establishment of a clear scientific link from microbiota to health conditions for possible interventions.

“The Newtrition Health Innovation Challenge is an exciting platform for us to collaborate with solution-driven pioneers and create breakthroughs in the field of science that can address the global rise that we are witnessing in nutrient deficiencies and chronic diseases.” said Stefan Ruedenauer, Director of Development and Scientific Marketing, BASF Human Nutrition

**The call for proposals will be open until September 14, 2018.**

All applicants are encouraged to send the outline of their company profile and proposed solution to the health challenges in a short summary or presentation.

- Applications are free of charge and will close on September 14, 2018.
- Applications should be sent to: [newtrition-hic@basf.com](mailto:newtrition-hic@basf.com)
- Proposals will be evaluated by the expert panel who will select up to six proposals.
- Selected applicants will be notified by September 21, 2018, and will be invited to Singapore on October 8, 2018.

Further information about the challenge is available [here](#).

Join us and be part of the BASF Newtrition Health Innovation Challenge to contribute to the development of better nutrition and quality of life for the sustainable future of a growing world.

Newtrition, one of the market leaders in the human nutrition industry, offers a broad portfolio of essential nutrients including vitamins, carotenoids and high concentrate omega-3 fatty acids.

BASF Venture Capital is a corporate venture capital company that invests worldwide in funds and in promising young enterprises relevant to BASF's current and future business fields.

#### **About the BASF Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavor & fragrance industries. With innovative solutions and modern technologies, we help our customers improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Vitamins and carotenoids also form an important part of our animal nutrition portfolio, as do other feed additives such as trace elements, enzymes and organic acids. We provide the pharmaceutical industry with a broad range of excipients and selected large-volume active pharmaceutical ingredients such as ibuprofen and omega-3 fatty acids. Furthermore, we offer aroma ingredients such as citral, geraniol and L-menthol. BASF Nutrition & Health operates sites in Europe, North America, South America and in Asia-Pacific. For more information, go to [www.basf.com](http://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 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).