Korean schoolchildren experience fun world of chemistry at BASF Kids’ Lab

- Events to be held in Ulsan on November 18 and Yeosu on November 24
- Over 5,000 children have participated in Kids’ Lab in Korea

Seoul, Korea – November 18, 2016 – BASF, the world’s leading chemical company, will host a free interactive chemistry education program, BASF Kids’ Lab, on November 18 in Ulsan and November 24 in Yeosu.

Over 200,000 children in Asia Pacific, including 5,000 in Korea, have participated in the BASF Kids’ Lab. This program helps children discover the world of chemistry through safe, fun and creative experiments. In Korea, the program was first launched in Ulsan in 2003, and was since expanded to Seoul, Yeosu and Gunsan.

This year, the program will provide a wide range of hands-on experiments such as “red cabbage loves color” and “natural toothpaste”, as well as participatory science performances, designed to ignite children’s curiosity with easy-to-understand explanations about chemistry.

“BASF aims to support science education in Korea starting from the fundamentals. For the past 13 years, BASF has been educating the next generation in Korea on the importance of chemistry to prepare them for future scientific pursuits,” said WooSung Shin, Managing Director, BASF Korea. “The program, providing hands-on learning...”
experiences for children, has become a prominent example of how fun can promote effective science learning.”

BASF will conduct its program at Ulsan Chukkwa Elementary School on November 18 for 49 students from Grade 2 to Grade 6. The next one will take place at Yeosu Soho Elementary School on November 24 for 66 students in Grade 4.

BASF Kids’ Lab was first launched in 1997 in Germany. The program now takes place annually in more than 30 countries around the world. It aims to raise children’s interest in chemistry and to help them understand the importance of chemistry in our daily lives.

About BASF in Korea

BASF has been a committed partner to Korea since 1954. As a leading foreign investor in the Korean chemical industry, BASF operates seven world-scale production sites in Korea. BASF maintains an R&D center in Suwon and four technical development centers in Korea. The Asia Pacific headquarters of BASF’s Electronic Materials business is located in Seoul. BASF posted sales to customers in Korea of approximately €1.1 billion in 2015, and employed 1,108 employees in Korea as at December 31, 2015. For further information please visit: www.basf.com/kr.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 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 more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.