



We create chemistry

News Release

September 18, 2018

BASF supports young scientists with BASF Kids' Lab in Suwon, Korea

- **Kids' Lab to be held in Suwon on September 18, followed by Ulsan and Yeosu**
- **Creative, hands-on chemistry programs for kids include experiments on water absorbency, natural toothpaste and finding pH levels**

Suwon, Korea – September 18, 2018 – BASF will bring fun and engaging experiments to children in Korea with its interactive science education program, BASF Kids' Lab. This annual program is taking place on September 18 in Suwon, where the BASF Electronic Materials Research & Development Center Asia Pacific is located.

Through this program, 180 students from Singok elementary school were invited to conduct safe, hands-on science experiments. This year, a wide range of interactive activities will be offered, including six creative hands-on programs. These include experiments on water absorbency, making natural toothpaste, and using red cabbage as an indicator of acidity, as well as other science activities such as a science magic show. These programs are designed to raise children's interest and curiosity with easy-to-understand explanations about the chemistry behind the experiments. Researchers from the BASF R&D center volunteer to guide and teach children and help them understand chemistry principles behind the experiments. Kids' Lab programs will also be held later this year in Yeosu and Ulsan, where BASF production sites are located.

Media Relations
BASF Korea
Nari Kim
Phone: (82) 2 3707 7507
nari.kim@basf.com

Synergy Hill+Knowlton Strategies
(PRAgency)
Nari Chung
Phone: (82) 2 2287 0953
Mobile: (82) 10 8377 8130
nari.chung@hkstrategies.com

“BASF’s social engagement activities in Korea focus on supporting quality education, especially in the sciences. Conducted for over 20 years, BASF Kids’ Lab demonstrates our commitment to supporting the local community. Since last year, the program has been expanded to Suwon, where our R&D center is located. We will continue to provide inspiring science programs for children, to help create interest for future scientists,” said WooSung Shin, Managing Director of BASF in Korea.

First established in 1997 in Germany, BASF Kids’ Lab takes place annually in more than 30 countries around the world to raise children’s interest in chemistry. In 2003, the program was held for the first time in Korea in Ulsan, and subsequently expanded to Seoul, Yeosu and Gunsan. Since then, around 5,400 children in Korea have participated in this science education program.

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.