News Release

BASF and MNS Agriculture University of Multan join forces in research and talent development in Pakistan

Lahore, Pakistan – July 28, 2020 – BASF has signed an agreement of cooperation with the Muhammad Nawaz Shareef University of Agriculture, Multan (MNS-UAM) to support the development of the agricultural industry in Pakistan.

Under this agreement, BASF and MNS-UAM will work on product testing as well as research and development. The two companies will also foster talent development for the sustainable future of the industry through internship programs at MNS-UAM.

Prof. Dr. Asif Ali, Vice Chancellor, MNS-UAM, said, “We are keen to strengthen our connection with public and private sectors and to explore new opportunities for academic excellence. We very much appreciate that a global organization like BASF shows strong commitment in both R&D and talent building.”

“MNS-UAM plays an important role in promoting the growth of the industry. Together with MNS-UAM, we will be able to engage academia, researchers, industry players, and farming communities to tap into a tremendous potential of precision farming for economic and environmental benefits,” said Atif Kamal, General Manager Agricultural Solutions Pakistan, BASF.

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About Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM)

MNSUAM is located in South Punjab, Pakistan, which is predominantly an agrarian economy. The University is providing strong linkages among academia, researchers, industry, extension services and farming community to address tremendous potential of precision farming for economic and environmental benefits. Collaboration with stakeholders from public and private sector focused on capacity building, innovative research, resource sharing and technology transfer for development is the top priority of this institution. The university is keen to strengthen institutional linkages with public and private sector and exploring new vistas for achieving academic excellence through input from external stakeholders.

About BASF’s Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2019, our division generated sales of €7.8 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF in Pakistan

BASF has been present in Pakistan for five decades. BASF offers innovative solutions to Pakistan’s most important business sectors. BASF maintains offices in Karachi, Lahore, Islamabad and Sialkot, and operates a production site for construction solutions in Karachi. In 2018, BASF posted sales of approximately €102 million to customers in Pakistan and had 68 employees as of the end of the year. Further information on BASF in Pakistan is available on the Internet at www.basf.com/pk.