BASF at Automechanika 2017: Showcasing the latest technologies

- BASF to host “Innovation Sessions” on latest technologies.
- BASF can help customers turn ideas into Ideal Solutions.

Johannesburg – 26 September 2017 – BASF will be hosting “Innovation Sessions” on the latest technologies within the Performance Materials Division at this year’s Automechanika in Johannesburg from 27 – 29 September at the Nasrec Expo Centre, Hall 5 – Stand 5E210.

Automechanika is the largest automotive trade fair and business platform on the African continent. This event attracts trade visitors from across Southern African and offers businesses an unmatched branding, networking and selling opportunity.

Trade show visitors will be able to attend BASF’s “Innovation Sessions” from 11:00 – 12:00 and 14:00 – 15:00 each day and will also have an opportunity to interact with industry experts who will show how automotive manufacturers can reduce emissions, and improve the safety, comfort and design of their vehicles.

These sessions are aimed at inspiring visitors to turn ideas into Ideal Solutions by introducing functional materials and solutions produced by BASF.

BASF uses their comprehensive expertise to develop plastics for the automotive industry using shorter development times, enhanced performance and greater freedom in design - turning an idea into the ideal car.
Visit the BASF Innovation Sessions at Automechanika:

Venue: Nasrec Expo Centre, Hall 5, Stand 5E210
Dates: 27, 28, 29 September 2017
Times: 11h00 – 12h00 and 14h00 – 15h00

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About BASF Performance Materials

BASF’s Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors - transportation, construction, industrial applications and consumer goods - the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2015, the Performance Materials division achieved global sales of € 6.7 bn. Further information at www.performance-materials.basf.com or contact us at footwear@basf.com

About BASF – Country Cluster Southern Africa:

BASF has been founded in South Africa, which is the hub into Sub-Saharan Africa, 50 years ago. Headquartered in Midrand, Johannesburg, the BASF Group in South Africa consists of five companies with main locations in Johannesburg, Durban, Port Elizabeth and Cape Town. BASF has five productions sites, including a world-class automotive emissions catalysts production site in Port Elizabeth and a dispersions production plant located in Durban, which is producing and exporting acrylic dispersions. Other sites include a construction chemicals production site in Westonaria. Since 2013 BASF Agricultural Specialities, former Becker-Underwood, situated in Durban, forms also part of the South African business profile. In 2015 BASF Zambia Ltd, a sales organization, with focus on the agriculture and mining business, was inaugurated in Lusaka, Zambia.Since end of 2016 Chemetall South Africa, with a production site located in Boksburg and various offices and warehouses in Port Elizabeth, East London and Durban has been added to the local portfolio. BASF has a staff complement of around 1000 people in South Africa. Further information at www.basf.co.za

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 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 about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.