

News Release



BASF to showcase examples of sustainable solutions at GLOBE™ 2012, booth 317

North America's largest and longest-running sustainability event

MISSISSAUGA, ON, March 12, 2012 -- BASF will present innovative and sustainable solutions in conjunction with the company's strategy - "We create chemistry for a sustainable future" - at [GLOBE™ 2012](#) in Vancouver, BC, from March 14 -16.

As a platinum event sponsor, BASF will share diverse examples from its broad portfolio, including solutions that enable sustainability in the automotive, construction and solar industries.

"Chemistry and innovation will help enable our customers to meet the current and future needs of our society," said Laurent Tainturier, President of BASF Canada, "However, a sustainable future can only truly be achieved through collaboration between private and public organizations, working across industries and at various stages of the product value chain. GLOBE 2012 will provide a unique opportunity for connecting these groups."

In addition to featuring a booth in the sustainability trade fair, BASF experts will participate in three panel discussions:

- Ed Madzy, Director, Environment, Health & Safety (EH&S), Product Regulatory/Stewardship, will be part of the panel discussing "Best Practices for the Future of Global Corporate Reporting," on March 14 at 10:30 a.m.

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- Charlene Wall-Warren, Sustainability Leader, North America, will participate in the discussion on "Product Stewardship and Innovative Packaging: Striving for Zero Waste," on March 15 at 10:30 a.m.
- Laurent Tainturier, President, BASF Canada, is a member of the panel presenting "Innovative Approaches to a Smaller Corporate Carbon Footprint," on March 16th, from 8:30-10:00 a.m.

"BASF strives to create chemistry not only for our products but also with key stakeholders on important sustainability topics, including end-of-life disposal options for packaging" said Wall-Warren. "We are looking forward to sharing perspectives with the other panelists and the audience in the 'Striving for Zero Waste' session."

The GLOBE Series is North America's largest and longest-running sustainability event and is recognized as the world's most influential and prestigious sustainability conference. It will bring together executives from the public and private sectors and non-government organizations to discuss current trends and showcase innovative solutions to global environmental challenges.

BASF will also sponsor the Leading Change 2012 forum for young sustainability leaders on Tuesday, March 13, at which Wall-Warren will discuss how creating the right chemistry between stakeholders, innovation partners, and different disciplines is critical to creating new solutions for future generations.

For more information about sustainability at BASF, please visit www.sustainability.basf.com.

For a press photos, please click on the following links:
http://www.basf.us/pressphotos/03-12-12_Madzy.jpg

Suggested caption: Ed Madzy, Director, Environment, Health & Safety (EH&S), Product Regulatory/Stewardship, will be part of the panel at Globe

2012 discussing "Best Practices for the Future of Global Corporate Reporting," on March 14 at 10:30 a.m.

http://www.basf.us/pressphotos/03-12-12_Wall_Warren.jpg

Suggested caption: Charlene Wall-Warren, Sustainability Leader, North America, will participate in the discussion at Globe 2012 on "Product Stewardship and Innovative Packaging: Striving for Zero Waste," on March 15 at 10:30 a.m.

http://www.basf.us/pressphotos/03-12-12_Tainturier.jpg

Suggested caption: Laurent Tainturier, President, BASF Canada, is a member of the panel at Globe 2012 presenting "Innovative Approaches to a Smaller Corporate Carbon Footprint," on March 16th, from 8:30-10:00 a.m.

BASF - The Chemical Company.

BASF Canada, located in Mississauga, Ontario is a subsidiary of BASF SE, and an affiliate of BASF Corporation. BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America, and had sales of \$19.9 billion U.S. in 2011. For more information about BASF's North American operations, visit www.basf.us. To find out more about BASF's activities in Canada visit www.basf.ca.

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about €73.5 billion in 2011 and had more than 111,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com or in the Social Media Newsroom at newsroom.basf.com.