

News Release



BASF at CESIO 2013: Enabling choices for the surfactant market

- **BASF surfactants as key raw materials for various applications**
- **Experts from BASF will share insights into new studies and latest product developments**

Barcelona, Spain, June 3, 2013 – From June 10 to 12, BASF will take part in the 9th World Surfactants Congress and Business Convention in Barcelona. The congress is conducted by CESIO, the European Surfactants Association and will offer a platform for experts in the field of surfactants. Under the theme “Surfactants Today and Tomorrow – Mapping the Megatrends” the congress focuses on current global issues and solutions based on surfactants. BASF will give insight into their expertise as well as into their broad product portfolio, which offers customers more options for intelligent new solutions in strongly differentiated applications fields such as home and personal care as well as industrial and agricultural use.

The congress will deal with all aspects of the surfactant value chain, covering business and market trends, safety, regulatory affairs, technical topics and applications. “In order to fulfill the needs of consumers around the globe we have a strong commitment to support our customers with smart and efficient solutions derived from our broad innovative product portfolio as well as our science based know-how”, said Stefan Beckmann, Senior Vice President

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Home Care and Formulation Technologies Europe, who will give a lecture in the plenary session on the opening day June, 10.

The congress will be officially opened by the CESIO president Thomas Greindl, Vice President Global Development Home Care and Formulation Technologies, BASF, on Monday, June 10 with a welcome speech. According to the official congress sessions, BASF's technical skills and market expertise in the fields of surfactants will be the subject of the following presentations held by BASF experts.

Monday, June 10		
Time	Speaker	Topic
15:00 p.m.	S. Beckmann (BASF)	Globalisation: Harvesting benefits with surfactants
Tuesday, June 11th		
Time	Speaker	Topic
15:30 p.m.	A. Willing (BASF)	A new method to determine the anaerobic degradability of surfactants: the AnBUSDiC test
16:30 p.m.	H. Auweter (BASF)	The potential of surface active adjuvants in crop protection products
16:30 p.m.	K. Schwarz (BASF) D. Eichhorn (PE International)	ERASM Surfactant Life Cycle & Ecofootprinting (SLE) Project: Preliminary Inventory Results for Commercial Surfactant Production
Wednesday, June 12th		
Time	Speaker	Topic
09:00 a.m.	Fleute-Schlachter (BASF)	Lactic acid derivatives as cosolvents in agrochemical formulations

About BASF Care Chemicals

BASF Care Chemicals division offers a broad range of ingredients for hygiene, personal care, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners industry and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance

product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients, pigments and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets. We are where our customers need us around the world.

About BASF

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 with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.