

News Release



BASF Kids' Lab brings chemistry closer to kids in Japan

- **BASF Kids' Lab comes to Tahara City, Japan for the first time**
- **Up to 160 children will participate in the summer educational program**
- **Offers a new experiment using BASF's innovative construction materials**

Tokyo, Japan - August 4, 2010 – BASF will bring its annual BASF Kids' Lab program to Japan this year on August 4, 21 and 22. BASF Kids' Lab aims to introduce chemistry to children in a fun, interesting and tangible way through simple and interactive hands-on experiments. For the first time, new experiments will be featured that utilize BASF's innovative construction materials.

This year's program will be held in two locations, with a total of 160 children expected participate in the events. On August 4, the program will come to Tahara City, Aichi Prefecture for the first time. Kids from the area's neighboring elementary schools will be invited to participate in the event, which will be held at the BASF Tahara Research Station, The event will then return for the third time to Tokyo's waterfront Odaiba district on Aug. 21–22, with the "*Yume Kagaku Chemistry Experimental Show*." A total of six sessions will be conducted there over the course of two days.

"We would like the BASF Kids' Lab program to become a door opener for children to become interested in chemistry, providing

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them with an opportunity to learn how chemistry is a part of our daily lives,” said Tomoyoshi Naruo, president of BASF Japan.

BASF has selected two main types of experiments that children can relate to in their daily lives. These include demonstrating the various features of superabsorbent polymers, which commonly used in products such as baby diapers, and measuring the vitamin C content in foods and plants using a commonly used mouthwash solution for children. In addition, this year at the “*Yume Kagaku Chemistry Experimental Show*” in Odaiba, a new experiment will introduce the use of BASF’s innovative concrete admixtures to commemorate 50th anniversary of BASF Pozzolite, leading supplier of construction chemicals industry in Japan.

Volunteers from BASF Japan will be guiding and assisting the children in their experiments so that they can enjoy the activities in a safe and comfortable environment.

Established by BASF Germany in 1997, Kids Lab is the first interactive chemical laboratory for children in Europe. It was introduced to the Asia Pacific in 2002, and in Japan in 2003. To date, more than 186,000 children from 12 countries have participated in the educational program. In Japan, Kids’ Lab has been conducted in Yokkaichi and in the Tokyo metropolitan area.

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About BASF Japan

BASF started business in Japan in 1888. The BASF Group in Japan consists of seven companies with BASF Japan Ltd at its core. Activities cover five business segments that include chemicals, plastics, functional solutions, performance products and agricultural solutions. Main production sites are in Yokkaichi (thermoplastic polyurethanes [TPU] and polymer dispersions), Chigasaki (admixture for concrete, construction chemicals) and Totsuka (coatings). There are also application technology laboratories at the Greater Nagoya Technical Center, serving Japan and Asia with paper chemicals, pigments, functional polymers (dispersions), engineering plastics, and fuel cell application development. The Amagasaki R&D Center, located close to many of the electronics technology leaders in Japan, focuses on innovative solutions for LC display, energy management and microelectronics. In 2009, BASF in Japan accounted for a total of 1,600 employees, and achieved sales of €1.2 billion. For further information please visit: www.japan.basf.com

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.

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