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BASF's 'We create chemistry' tour showcases latest innovations

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Recently, BASF had organized a "We create chemistry" world tour, to highlight its innovative ideas to solve global challenges in Mumbai. TheÂ interactive event, billed to be the "marketplace of innovations" in BASF was earlier kicked off in Mannheim, Germany, in January 2012 and will continue until mid-2013.It is designed to help the company's stakeholders experience some of the company's leading innovations for a sustainable future.

The interactive exhibition features 20 world-class BASF innovations, ranging from organic solar cells to electro-mobility solutions to modern insulation materials and sustainable concrete technologies and advances in crop technologies. "Through the Marketplace of Innovations, BASF is showcasing solutions from the world of chemistry for the challenges of a growing world population. The exposition's examples of BASF's innovations in sustainability tangibly demonstrate how economic success, social responsibility and protecting the environment are interconnected as key elements of our strategy," remarked Mr. Prasad Chandran, Chairman, BASF Companies in India & Head South Asia.

BASF's portfolio in India ranges from chemicals, plastics, performance products, functional solutions to agricultural solutions. In 2011, BASF in India registered sales of Ã¢â??Â¬1.2 billion. On the ecological front, they have a robust Environment, Health and Safety (EHS) policy in line with global standards. BASF in India has 2070 employees, nine production sites and two R&D centers that work closely with BASF's Global Technology platform.

As one of the world's leading chemical company, BASF is committed to introduce chemical innovations that enable its customers develop differentiated and innovative products, processes and technologies, in order to meet the current and future demands of the society. The "We create chemistry" world tour in this perspective offers stakeholders a panoramic view of the latest and most exciting innovations from BASF.

Prior to Mumbai, the "marketplace of innovations" has made numerous stops - Shanghai in China, as well as Detroit, Florham Park, Charlotte, Houston, Mexico City, Toronto and Sao Paulo in North and South America. In Asia, after Mumbai, the tour will travel to Tokyo in February and Seoul in May 2013. "At the tour, we prove with proof-points that innovation is the key to solving global challenges", concluded Mr. Chandran.