



We create chemistry

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# News Release

## Ride on discovery: BASF Kids' Lab 2024 kick off at Chongqing Science and Technology Museum

- **Two new scientific experiments highlight material innovation**
- **Interactive displays showcase how advanced materials enhance the sporting experience and foster a healthy lifestyle**

Chongqing, China – August 1, 2024 – Today, BASF kicks off its Kids' Lab program at the Chongqing Science & Technology Museum (CQSTM) as part of its exploration journey for the summer of 2024, aiming at promoting science education among children. This year, two new engaging and safe scientific experiments were , known as "Fantasy Foam" and "Water Absorbent Magic" were launched, enabling children to explore the fascinating world of polymers. Children aged 6 to 12 can participate in this program at CQSTM until August 4, and learn through hands-on activities how scientists leverage material innovation to develop customized solutions that enhance our daily lives.

“We are very excited to collaborate with Chongqing Science and Technology Museum again to organize this year’s BASF Kids’ Lab program,” said Dr. Joachim-Thierry Anders, Vice President, Monomers Asia Pacific, BASF and General Manager of BASF Polyurethanes (Chongqing) Co., Ltd. “With two new experiments, we hope that we can unveil the significance of material innovation in driving social progress and foster sustainability, and ignite a passion in young learners for chemistry!”

“Science education plays a pivotal role in nurturing imagination, curiosity and creativity among children, and we firmly believe in its significance,” said Zhu Jiayi,

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Chairman and General Manager of Chongqing Science and Technology Museum Management Co., Ltd. "That's why we are delighted to deepen the collaboration with BASF to inspire the younger generation with dream in science and enhance awareness of environmental protection and sustainability through hands-on experiments."

This summer, BASF Kids' Lab will visit cities in Greater China including Taipei, Shanghai, Kaohsiung, Beijing, Chongqing, and Zhanjiang, inspiring children across different cities to learn through play in a delightful space designed for science experiments. The program will also feature interactive displays showcasing how advanced materials can enhance the sporting experience and foster a healthy lifestyle.

As the world's leading chemical company, BASF actively takes on its social responsibility and is committed to promoting science education to enhance public understanding of the chemical industry. For more than 20 years, BASF Kids' Lab program has been providing an enjoyable and educational science exploration experience to more than 210,000 school-age children in China during summer.

The experiments at 2024 BASF Kids' Lab Chongqing station include:

**Fantasy Foam (45-minute workshop, eligible for children aged 6-12 years old)**

Polyurethane (PU) is an advanced material that can be seen everywhere in our daily life. Through foaming technology, PU can be molded into various shapes, making it an ideal material for creating toys. How is PU foam made? What is the science behind it? In this experiment, children can observe the foaming and expansion process of PU foam plastic, know about its chemical reaction and material properties, and experience the magical world of foaming.

**Water Absorbent Magic (45-minute workshop, eligible for children aged 6-12 years old)**

Paper towels and sponges are common water absorbents in our daily life. In the world of chemistry, superabsorbent materials possess a remarkable capability to absorb and retain liquids that is thousands of times their own mass. Even when subjected to external pressure, separating the absorbed water from the material is

difficult. This extraordinary property has made them utilized in the production of baby diapers. Through this experiment, children will have the opportunity to discover how different materials absorb water, while exploring the magic of superabsorbent.

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](http://www.basf.com).

### **About BASF in Greater China**

BASF has been a committed partner to Greater China since 1885. With large production sites in Shanghai, Nanjing, Chongqing and Zhanjiang, as well as a regional research and development hub in Shanghai, BASF is a major foreign investor in the country's chemical industry. BASF posted sales of approximately €9.4 billion in 2023 to customers in Greater China and employed 12,115 people as of the end of the year. For further information, please visit [www.basf.com/cn](http://www.basf.com/cn).