

# Event Information



## **BASF Residential Day: New holistic industry approach to support sustainable and safe construction in China**

- **Residential Day provided platform to review future of sustainable construction and use of insulation solutions**
- **Total solutions and integrated value chain approach defined as key to sustainable and safe construction**

Shenyang, China – November xx, 2014 – BASF invited selected key stakeholders from the construction industry to a Residential Day in Shenyang to exchange views on an integrated value chain approach in order to jointly address market demands and trends for sustainability, energy-efficiency and safety in construction.

The approach is based on BASF's innovative performance materials solutions for the construction industry and involves all stakeholders in the value chain. A key element is the implementation of quality control and training programs. Based on their extensive industry experience, BASF will start providing technical support and programs to ensure quality in manufacturing and application of insulation solutions such as training workshops and on-site quality control.

“BASF is a leading player in sustainable construction - providing innovative products for sustainable urban development through energy-efficient construction, as well as expertise along the entire construction value chain,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific. “Together with our customers and partners in China, we provide business models and

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solutions tailored to the market needs and that help enable a higher living standard with less impact on the environment.”

During the workshop, BASF experts presented insulation solutions and innovative business models as a demonstration of its total solutions for the entire value chain helping manufacturers and applicators to meet quality and safety standards while at the same time enabling environmentally friendly construction.

Participants from government, industry associations as well as developers, architects, general contractors, applicators and manufacturers, attended the ‘Residential Day’ workshop seizing the opportunity to discuss evolving market demands as related to sustainability, energy efficiency, safety and environmental protection, supported by key note speeches from The Ministry of Housing and Urban-Rural Development (MoHURD), Shenyang Construction Committee and China Academy of Building Research (CABR). “We appreciate BASF’s valuable contribution to the construction industry, in particular for energy-efficient and safe insulation materials,” said Xiwei Yang, Chief Engineer at MoHURD.

With approximately 12 million people living in its greater metropolitan area, Shenyang is one of the most densely urbanized areas in mainland China. The Shenyang residential market offers many advantages and is in comparison to China’s 1st Tier cities undergoing solid development. With a stable growth rate in the past 10 years, Shenyang made first place for most solid development in the residential construction sector, nominated by the National Construction Ministry.

#### **About BASF’s Performance Materials Division**

BASF’s Performance Materials division encompasses the entire materials know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors - transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products

and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to come up with innovative products and applications. In 2013, the Performance Materials division achieved global sales of € 6.5 bn.

#### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, 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 about €74 billion in 2013 and over 112,000 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](http://www.basf.com).