

# BASF in Greater China Report 2011



## The Responsible Care® initiative contributes to sustainability

Sustainable development is anchored in BASF's corporate strategy. For us, environment, health, safety and security are central elements of sustainable business management. Responsible Care combines these in the chemical industry's initiative and is an important part of BASF's sustainability management.

→ For more, see [www.basf.com/sustainability](http://www.basf.com/sustainability)



Global Compact Network China  
全球契约中国网络

## BASF joins the founding board of Global Compact Network China

As a founding member of the United Nations Global Compact and also its China network, we are voluntarily committed to the implementation and advancement of internationally recognized principles on human rights, labor standards, environmental protection and fighting corruption.

→ For more, see [www.gcchina.org.cn](http://www.gcchina.org.cn)



中国可持续发展工商理事会  
China Business Council for Sustainable Development

## BASF enters CBCSD as a founding member

BASF is a Board Member of China Business Council for Sustainable Development (CBCSD), a coalition of leading Chinese and foreign enterprises operating in China since 2003. Under its platform, we initiated "1+3" Corporate Social Responsibility project to promote sustainability across the entire value chain.

→ For more, see [www.cbcsd.org.cn](http://www.cbcsd.org.cn)



## BASF initiates "Golden Bee" Concept in China

Being the initiator and the founding partner of "Golden Bee" concept, BASF has been invited to take the Vice-Chairmanship of the China Golden Bee Corporate Social Responsibility Council, which was founded in 2008, to partner with other council members to promote Golden Bee concept and encourage more responsible practices among small and medium-sized enterprises in China to enhance their core competitiveness.

→ For more, see [www.csr-china.net](http://www.csr-china.net)



## Further information

You can find this and other publications from BASF on the Internet at [www.greater-china.basf.com](http://www.greater-china.basf.com)

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## BASF Group 2011

### Economic data

		2011	2010	Change in %
Sales	million €	73,497	63,873	15.1
Income from operations before depreciation and amortization (EBITDA)	million €	11,993	11,131	7.7
Income from operations (EBIT) before special items	million €	8,447	8,138	3.8
Income from operations (EBIT)	million €	8,586	7,761	10.6
Income before taxes and minority interests	million €	8,970	7,373	21.7
Net income	million €	6,188	4,557	35.8

Earnings per share	€	6.74	4.96	35.9
Adjusted earnings per share	€	6.26	5.73	9.2
Dividend per share	€	2.50	2.20	13.6

Cash provided by operating activities	million €	7,105	6,460	10.0
Additions to long-term assets <sup>1</sup>	million €	3,646	5,304	(31.3)
Depreciation and amortization	million €	3,407	3,370	1.1

Return on assets	%	16.1	14.7	-
Return on equity after tax	%	27.5	24.6	-

Research and development expenses	million €	1,605	1,492	7.6
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### Environment and safety

		2011	2010	Change in %
Emissions of greenhouse gases (CO <sub>2</sub> equivalents)	million metric tons/year	25.8	25.7	0.4
Emissions to air (air pollutants) <sup>2</sup>	thousand metric tons/year	33.8	33.9	(0.3)
Emissions of organic substances to water <sup>2</sup>	thousand metric tons/year	24.3	26.1	(6.9)
Energy efficiency in production processes	metric tons of sales product/MWh	0.63	0.61	2.1
Transportation accidents	per 10,000 shipments	0.18	0.28	(35.7)
Number of environmental and safety audits		97	97	0
Operating costs for environmental protection facilities	million €	850	729	16.6
Investments in environmental protection	million €	190	122	55.7

### Employees and society

		2011	2010	Change in %
Employees as of December 31		111,141	109,140	1.8
Apprentices/trainees as of December 31		2,565	2,442	5.0
Personnel expenses	million €	8,576	8,228	4.2
Donations and sponsorship	million €	48.7	49.8	(2.2)
Annual bonus	% of Group companies	93.7	92.9	0.8
Lost time injury rate	per million working hours	1.9	2.0	(5.0)
Health Performance Index		0.86	-	-

<sup>1</sup> Including acquisitions

<sup>2</sup> Excluding emissions from oil and gas production

The cover shows Wayne Song (left) from Dispersions & Pigments Asia Technical Center, BASF Auxiliary Chemicals Co. Ltd., and Joyce Jlang (right) from Textile Chemicals, BASF (China) Co. Ltd., Shanghai Pudong.

## BASF's segments

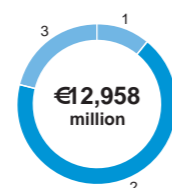
### Chemicals



In the Chemicals segment, we supply products to customers in the chemical, electronics, construction, textile, automotive, pharmaceutical and agricultural industries as well as many others. We also ensure that other BASF segments are supplied with chemicals for producing downstream products. Our portfolio ranges from basic chemicals, glues and electronic chemicals for the semiconductor and solar cell industries, to solvents and plasticizers, as well as starting materials for detergents, plastics, textile fibers, paints and coatings, and pharmaceuticals.

Key data Chemicals (million €)			
	2011	2010	Change in %
Sales	12,958	11,377	13.9
EBITDA	3,188	3,000	6.3
Income from operations before special items	2,441	2,302	6.0
Income from operations (EBIT)	2,442	2,310	5.7

Sales (%)	
1 Inorganics	11
2 Petrochemicals	68
3 Intermediates	21



### Plastics



The Plastics segment includes a broad range of products, system solutions and services. We offer a number of engineering plastics for the automotive and electrical industries as well as for use in household appliances and sports and leisure products. Our styrenic foams are used as insulating materials in the construction industry and in packaging. Our polyurethanes are extremely versatile: As soft foams, for example, they improve car seats and mattresses, and as rigid foams they increase the energy efficiency of refrigerators.

Key data Plastics (million €)			
	2011	2010	Change in %
Sales	10,990	9,830	11.8
EBITDA	1,678	1,721	(2.5)
Income from operations before special items	1,203	1,284	(6.3)
Income from operations (EBIT)	1,259	1,273	(1.1)

Sales (%)	
1 Performance Polymers	47
2 Polyurethanes	53



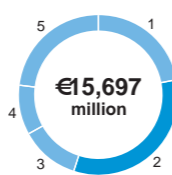
### Performance Products



Performance Products lend stability and color to countless everyday items and help to improve their application profile. Our product portfolio includes vitamins and food additives as well as ingredients for pharmaceuticals and for hygiene, home and personal care items. Other Performance Products improve processes in the paper industry, oil and gas production, mining and water treatment. They can also enhance the efficiency of fuels and lubricants, the effectiveness of adhesives and coatings, and the stability of plastics.

Key data Performance Products (million €)			
	2011	2010	Change in %
Sales	15,697	12,288	27.7
EBITDA	2,312	2,162	6.9
Income from operations before special items	1,727	1,554	11.1
Income from operations (EBIT)	1,361	1,345	1.2

Sales (%)	
1 Dispersions & Pigments	22
2 Care Chemicals	33
3 Nutrition & Health	12
4 Paper Chemicals	10
5 Performance Chemicals	23



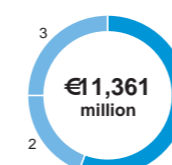
### Functional Solutions



In the Functional Solutions segment, we bundle system solutions and innovative products for specific sectors and customers, in particular for the automotive, chemical and construction industries. Our portfolio comprises automotive and industrial catalysts, automotive and industrial coatings and concrete admixtures as well as construction systems such as tile adhesives and architectural coatings.

Key data Functional Solutions (million €)			
	2011	2010	Change in %
Sales	11,361	9,703	17.1
EBITDA	921	861	7.0
Income from operations before special items	559	467	19.7
Income from operations (EBIT)	427	457	(6.6)

Sales (%)	
1 Catalysts	56
2 Construction Chemicals	19
3 Coatings	25



### Agricultural Solutions



Our crop protection products guard against fungal diseases, insects and weeds and they increase quality and secure crop yields. Our research in plant biotechnology concentrates on plants for greater efficiency in agriculture, healthier nutrition and for use as renewable raw materials.

Research and development expenses, sales, earnings and all other data pertaining to BASF Plant Science are not included in the Agricultural Solutions segment; they are reported in Other.

Key data Agricultural Solutions (million €)			
	2011	2010	Change in %
Sales	4,165	4,033	3.3
EBITDA	981	938	4.6
Income from operations before special items	810	749	8.1
Income from operations (EBIT)	808	749	7.9

Sales (%)	
1 Crop Protection	100



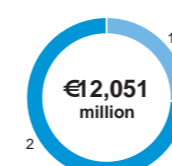
### Oil & Gas



As the largest German producer of oil and gas, we focus our exploration and production on oil- and gas-rich regions in Europe, North Africa, South America, Russia and the Caspian Sea region. Together with our Russian partner Gazprom, we are active in the transport, storage and trading of natural gas in Europe.

Key data Oil & Gas (million €)			
	2011	2010	Change in %
Sales	12,051	10,791	11.7
EBITDA	2,616	2,977	(12.1)
Income from operations before special items	2,111	2,430	(13.1)
Income from operations (EBIT)	2,111	2,334	(9.6)
Net income	1,064	923	15.3

Sales (%)	
1 Exploration & Production	26
2 Natural Gas Trading	74



## BASF in Greater China Report 2011

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BASF's combined cycle power plant at its Ludwigshafen Verbund site is a top performer in industrial energy conversion. The principle is simple: the waste heat is used to produce steam, which is then used by the site's production plants for a wide variety of chemical processes. This means BASF not only optimally supplies its Ludwigshafen site with energy but does so in a climate friendly way.

## BASF Group At a glance

**We are the world's leading chemical company: The Chemical Company. Around 111,000 employees work in the BASF Group, helping our customers from nearly all sectors and almost every country in the world to be more successful. Our broad portfolio is arranged into six segments: Chemicals, Plastics, Performance Products, Functional Solutions, Agricultural Solutions and Oil & Gas.**

### Markets and sites

BASF has subsidiaries in more than 80 countries and supplies products to a large number of business partners in nearly every part of the world. In 2011, we achieved 53% of our sales with customers in Europe, of which 30 percentage points were in the Oil & Gas segment. In addition, 19% of sales were generated in North America; 20% in Asia Pacific; and 8% in South America, Africa, Middle East.

We operate six Verbund sites as well as approximately 370 additional production sites worldwide. Our Verbund site in Ludwigshafen is the largest integrated chemical complex in the world. This was where the Verbund concept was developed and continuously optimized before it was applied to other sites around the world.

The Production Verbund, for example, intelligently links production units and energy demands so that heat from production processes can be used as energy in other plants, saving both primary resources and costs. Another important part of the Verbund concept is the Know-How Verbund. Expert knowledge is pooled in our technology platforms.

→ For more on the Verbund concept, see [basf.com/verbund\\_e](http://basf.com/verbund_e)



### Organization of the BASF Group

BASF's six business segments contain 15 divisions which bear the operational responsibility and manage our 70 global and regional business units. The divisions develop strategies for our 76 strategic business units and are organized according to sectors or products.

The regional divisions contribute to the local development of our business and help to exploit market potential. They are also responsible for optimizing the infrastructure for our business. For financial reporting purposes, our divisions are grouped into the following four regions: Europe; North America; Asia Pacific; and South America, Africa, Middle East.

Three central divisions, five corporate departments and ten competence centers provide Group-wide services such as finance, investor relations, communications, human resources, research, engineering and site management.

### BASF Group

- Six Verbund sites and around 370 other production sites worldwide; approximately 111,000 employees
- Ludwigshafen is the largest BASF Verbund site and where the Verbund concept was created
- Verbund: intelligent plant networking in the Production Verbund; Know-How and Research Verbund

### Organization of the BASF Group

- Six segments contain 15 divisions that manage our global and regional business units
- Regional divisions optimize the infrastructure and support operations
- Corporate divisions and departments as well as competence centers provide Group-wide services

## BASF Group Strategy and values

BASF aims to strengthen its position as the world's leading chemical company. We describe how we intend to achieve this in our "We create chemistry" strategy, which we presented in November 2011. This strategy builds on our success in recent years and defines ambitious goals for the future.

### Our purpose

## We create chemistry for a sustainable future

We combine economic success, social responsibility and environmental protection. Through science and innovation, we enable our customers in almost all industries to meet the current and future needs of society.

Our position as the leading chemical company opens up unique opportunities for us to contribute to a sustainable future. We act in accordance with four strategic principles.

### Our strategic principles



#### We add value as one company

Our Verbund system is unique in the industry. We plan to strengthen this sophisticated and profitable system even further. It extends from the Production Verbund and Technology Verbund to the Know-How Verbund, and provides access to all relevant customer industries worldwide. In this way, we combine our strengths and add value as one company.



#### We innovate to make our customers more successful

We want to focus our business even more strongly on our customers' needs and contribute to their success with innovative and sustainable solutions. In doing so, the focus of innovation is shifting from individual chemicals to customized products, functionalized materials and system solutions. Through close partnerships with customers and research institutes, we link expertise in chemistry, biology, physics, materials sciences and engineering to create new solutions.



#### We drive sustainable solutions

In the future, sustainability will increasingly become a starting point for new business opportunities. We therefore value sustainability and innovation as important drivers for profitable growth.



#### We form the best team

Committed and qualified employees around the world are the key to making our contribution to a sustainable future. That is why we will continue to pursue our goal of building the best team. We offer excellent working conditions and an open leadership culture that fosters mutual trust and respect and encourages high motivation.

### Our values

In developing the "We create chemistry" strategy, we have also defined our values more precisely. It is important that each and every member of the BASF team understands our corporate values and acts accordingly. This is because our values are an integral part of bringing our purpose as a company to life: "We create chemistry for a sustainable future." They guide how we interact with society, with our partners and with each other.

#### Creative

In order to find innovative and sustainable solutions, we have the courage to pursue bold ideas. We bring together our know-how in many different fields and build partnerships to develop creative, value-adding solutions. We also constantly work to improve our products, services and solutions.

#### Open

We value diversity – in people, opinions and experience. That is why we foster dialog based on honesty, respect and mutual trust. We continually explore our talents and capabilities.

#### Responsible

We act responsibly as an integral part of society, strictly adhering to our compliance standards. And we never compromise on safety.

#### Entrepreneurial

We all contribute to BASF's success, as individuals and as a team. BASF turns market needs into customer solutions. We succeed in this because we take ownership and embrace accountability for our work.

→ For more, on the BASF strategy, see [basf.com/strategy](http://basf.com/strategy) and the BASF Report 2011, pages 16–19

## BASF Group Our goals

### Economic goals<sup>1</sup>

	Annual Goals	2015 Goals	2020 Goals	Status at year-end 2011
<b>Growth</b>		Sales of approx. €85 billion	Sales of approx. €115 billion	Sales of €73.5 billion
<b>Profitability</b>	We earn a premium on our cost of capital of at least €2.5 billion on average per year			We earned a premium of €2.6 billion on our cost of capital
		EBITDA of approx. €15 billion	Doubling EBITDA compared with 2010 to approx. €23 billion	EBITDA of €12 billion
		Earnings per share of around €7.50		Earnings per share of €6.74

<sup>1</sup> Our goals are based on the assumptions that we will continue to grow two percentage points faster than global chemical production annually and that global gross domestic product will grow by an average of 3% every year until 2020 and worldwide chemical production by 4% every year.

### Environment, safety and product stewardship

	2020 Goals	Status at year-end 2011
<b>Energy and climate protection</b>		
Emissions of greenhouse gases per metric ton of sales product <sup>2</sup> (baseline 2002)	-40%	-34.6%
Improvement of energy efficiency in production processes <sup>2</sup> (baseline 2002)	+35%	+26.2%
Stop the flaring of associated gas that is released during crude oil production by Wintershall (2012 Goal)	100%	>95%
<b>Reduction in emissions from BASF operations (excluding Oil &amp; Gas)</b>		
Emissions of air pollutants <sup>2</sup> (baseline 2002)	-70%	-60.5%
Emissions to water <sup>3</sup> of organic substances (baseline 2002)	-80%	-73.5%
Abstraction of drinking water for production (baseline 2010)	-50%	-20.9%
Introduction of sustainable water management at production sites in water stress areas	100%	2.0%
<b>Transportation safety</b>		
Transportation accidents (baseline 2003)	-70%	-67.9%
<b>Product stewardship</b>		
Risk assessment for all products sold worldwide by BASF in quantities of more than one metric ton per year	>99%	29.5%

<sup>2</sup> Excluding oil and gas production

<sup>3</sup> Assuming comparable product portfolio

### Employees and society

	2020 Goals	Status at year-end 2011
<b>Occupational safety</b>		
Lost time injury rate per million working hours (baseline 2002)	-80%	-42.0%
<b>Health protection</b>		
Health Performance Index (annual goal)	>0.9	0.86

Executives	Long-term Goals	Status at year-end 2011
International proportion of senior executives	Increase in the proportion of non-German senior executives (baseline 2003: 30%)	33.0%
Senior executives with international experience	Proportion of senior executives with international experience over 70%	79.7%
Women in executive positions	Increase in the proportion of female executives worldwide	16.2%
<b>Employees</b>		
Personnel development	Establish a common understanding that personnel development is a responsibility shared by employees and managers and develop related processes and tools	Implementation has started in all regions

## BASF in Asia Pacific

### An interview with Dr. Martin Bruder Müller

#### What role does Asia Pacific play in the global BASF strategy?

Asia Pacific is an important growth driver for BASF. In 2011 we achieved sales of €14.4 billion, 15 percent more than in the year before, and earnings of €1.13 billion. And the importance of the Asia Pacific chemical market continues to increase. By 2020, emerging markets will contribute 60% to global chemical production, of which 50% will be from China. In addition, Asia Pacific is becoming an indispensable part of our global research and development network as we strengthen our capabilities throughout the region.

#### What major trends affect your outlook for the Asia Pacific region?

Asia Pacific needs to address the challenges posed by global megatrends: growing demand for resources, growing requirements for food and nutrition, and increasing attention to an enhanced quality of life. In particular, an accelerating rate of urbanization is substantially impacting lifestyles throughout Asia. This creates challenges in terms of managing the availability of energy sources, water for household, agricultural and industrial use, and ensuring acceptable air quality. At the same time, ensuring a more sustainable urban lifestyle will create a better quality of life – and chemistry is key to make this happen.

#### Does the company's stronger focus on sustainability apply to Asia Pacific as well?

Sustainable development is crucial for BASF in the Asia Pacific region, not only as an operational imperative but also as a source of future growth. We tackle this by continuously enhancing our own environmental, financial and social performance, and also by creating the innovations that will help our customers meet these challenges.

In practical terms this means that we minimize the environmental impact of our production, while ensuring that our operations bring financial and social benefits to the communities where we do business.

We are also researching new materials, applications and solutions that can help our customers develop innovations that meet the challenges of the trends affecting the region. These include lighter weight cars, more energy efficient buildings, crops with higher yield per hectare, renewable power generation, structures with a longer lifespan, and even coastal protection.

#### What does BASF contribute to the development in Greater China?

Greater China is the third-largest market for BASF globally and the largest market in Asia Pacific. By investing in state-of-the-art technologies, we constantly upgrade our processes to improve energy efficiency and ensure safe and environmentally-friendly production across China. We bring our most modern production technology both to the coastal and inland areas of China, enabling us to provide high quality materials and innovative solutions that support the growth of local industries.

At the same time we are investing in the future with the construction of our Innovation Campus Asia Pacific in Shanghai. BASF scientists based in Shanghai will work within an international network to bring the resources of our global research and development teams to China. By developing innovations directly with customers, we aim to create solutions that meet the needs of China and the region.



“We will continue to expand our investment and innovations in Greater China, while enhancing our efforts in sustainable development.”

Dr. Martin Bruder Müller  
Vice Chairman of the Board of Executive Directors, BASF SE,  
responsible for Asia Pacific

## BASF in Asia Pacific

### Overview

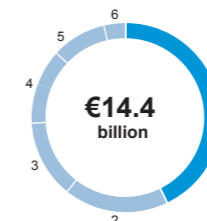
Serving customers in more than 15 countries, BASF in Asia Pacific was able to exceed the sales level of the record year 2010.

#### Sales and earnings

In 2011, sales by location of customer amounted to €14.4 billion, compared with €12.5 billion in 2010. Sales increased in all segments, in particular with strong market demand in the Chemicals segment. Income from operations (EBIT) stood at €1.13 billion (2010: €1.27 billion).

#### Sales by sub-region (by location of customer)

1	Greater China	45%
2	ASEAN	16%
3	Japan	13%
4	South Korea	12%
5	South Asia	10%
6	Australia and New Zealand	4%

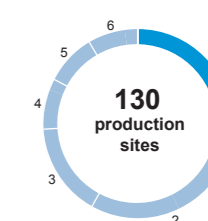


#### Production sites

In Asia Pacific, we operate a production network with 130 sites engaging in the development, manufacturing and sale of a wide range of products for numerous applications in almost all industries.

#### Number of production sites by sub-region

1	Greater China	31%
2	Japan	27%
3	ASEAN	15%
4	Australia and New Zealand	10%
5	South Asia	9%
6	South Korea	8%



#### Employees

As of year-end 2011, the number of employees at BASF companies in Asia Pacific was more than 17,000.

#### Number of employees by sub-region

1	Greater China	45%
2	ASEAN	22%
3	South Asia	14%
4	Japan	10%
5	South Korea	7%
6	Australia and New Zealand	3%



Figures rounded to nearest percentage point

#### Innovation

In Asia Pacific, BASF has over 200 R&D cooperations and approximately 700 R&D employees as of the end of 2011.

- Global R&D Centers: High end research centers in Singapore and Osaka
- Regional R&D Centers: Generate innovations with customers for Asia Pacific in Shanghai and Mumbai
- Technical Development Centers: Regional and local development and technical teams in Mangalore, Tokyo, Taipei, Guilin and Guangzhou

#### Employees in Asia Pacific 2007 – 2011

2011	17,342
2010	15,965
2009	14,817
2008	13,734
2007	13,278

#### Sales in Asia Pacific 2007 – 2011 (by location of customer) in billion €

2011	14.4
2010	12.5
2009	8.7
2008	9.3
2007	9.6

## Driving sustainability in Greater China

### Letter from the Greater China Country Board



*Dear Stakeholders,*

2011 was a challenging year for the global economy. Growth continued in the first half of the year, but economies were cooling down towards year-end. Despite this, BASF achieved top results in 2011 and we realized record sales in Greater China. BASF announced its new global strategy in November 2011 summarizing our purpose as "We create chemistry for a sustainable future". We set ourselves ambitious targets for sustainable growth, with emerging markets like China gaining more importance. The 12<sup>th</sup> five-year plan of the Chinese government and its focus on sustainable development, and also China's 10<sup>th</sup> anniversary as a World Trade Organization member underline this potential.

BASF has contributed to China's development of the last decade with its commitment to global safety and environmental standards. BASF has been promoting the Responsible Care initiative to both our partners and industry-wide to advocate effective and sustainable measures that contribute to the transformation of the chemical industry in China. We continued our successful

"1+3" Corporate Social Responsibility project in order to raise standards in our value chain, including customers, suppliers and logistics service providers. Meanwhile, we have engaged with a wider network through industry associations and international organizations, and this engagement deepens our relationship with key stakeholders. To stay close to our customers, we organized the first BASF Greater China Forum in Shanghai and Chongqing providing a platform to introduce BASF solutions to more than 1,000 participants including customers, media and various stakeholders.

With a steady performance, BASF in Greater China remains a strong contributor to sustainable growth in the changing environment. This we achieved with continuous investments, acquisitions and operational excellence. For example, BASF has progressed well with its investments in 2011 with the approval of its MDI (methylene diphenyl diisocyanate) project in Chongqing and the completion of phase II projects of its joint venture in Nanjing, among others. In Chongqing, we are investing a total of RMB 8 billion (approximately €860 million) into a facility that will form the nexus of a new industry cluster, fuelling the rapid industrial development of Western China. With the inauguration of the Nanjing expansion in January 2012, we have extended our product lines to better serve the local industries and the accumulated investment in our joint venture reached US\$4.5 billion including the integration of Yangzi-BASF Styrenics Company completed in 2011.

We recognize that our employees in Greater China contributed tremendously to this development, striving for the company's success. We have launched the global Senior Project Employee Development that empowers employees to actively plan for their career development at BASF. Our "Grow" Graduate Program has been further expanded to provide career development opportunities for young people. We are proud that our human resources strategies and employee development initiatives have won the recognition of external experts. BASF has been recognized by the CRF Institute as one of the Top Employers in China in two consecutive years.

Innovation drives sustainable development. With the inauguration of the Asia Pacific Innovation Campus in Shanghai in 2012, we will have a regional hub attracting around 450 scientists and researchers developing solutions for Asia Pacific from Shanghai.

We will continue to drive sustainability in Greater China and cooperate with our stakeholders even closer to create chemistry for a sustainable future.

Dr. Zheng Daqing  
Member  
Greater China Country Board

Johnny Kwan  
Chairman  
Greater China Country Board

Claudia Huang  
Member  
Greater China Country Board

#### BASF Greater China Country Board

BASF established the Greater China Country Board in 2008. It focuses on three specific areas, namely corporate, business and markets, and manufacturing and technology, represented by the Country Board Members. In 2011, Claudia Huang joined the Greater China Country Board. The Board thanked Dr. Karl-Heinz Böhning, who retired in 2011.

#### Johnny Kwan

- Originally from Hong Kong
- Chemical Engineer, 16 years with BASF
- Chairman of the Greater China Country Board
- Finance and Controlling, Human Resources, Legal, Government and Scientific Liaison, Corporate Communications, Corporate Social Responsibility

#### Dr. Zheng Daqing

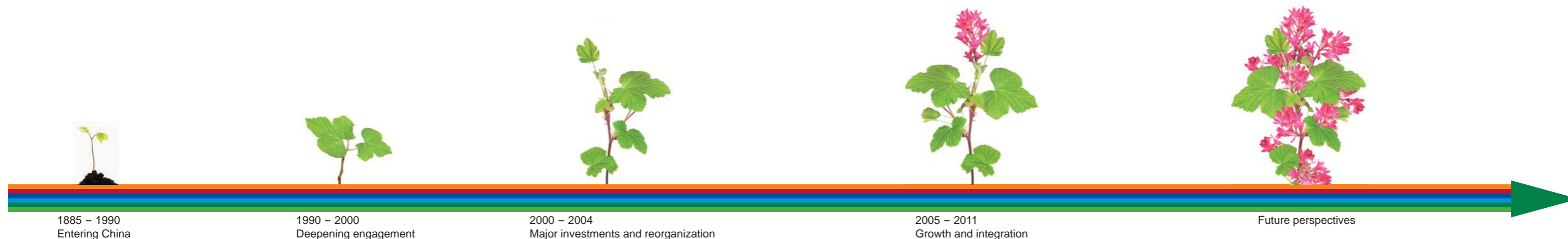
- Originally from Dalian, Liaoning Province
- Chemical Engineer, 16 years with BASF
- Member of the Greater China Country Board
- Business and Market, Procurement, Supply Chain Management

#### Claudia Huang

- Originally from Fujian Province
- Mechanical Engineer, eight years with BASF
- Member of the Greater China Country Board
- Manufacturing and Technology, Responsible Care Management

## History of BASF in Greater China

### Key milestones in ten years of rapid growth



**BASF's history in China dates back to 1885, when the company began selling textile dyes to the then Imperial China. In 1913, the country already accounted for 14% of BASF global sales. Since then, BASF's business in China has grown and diversified steadily. A century later, Greater China has become the third-largest market for BASF worldwide and the company is operating numerous joint ventures and wholly-owned facilities, making BASF one of the leading chemical companies in China. Particularly during the past decade, since China's entry into the World Trade Organization, BASF has considerably strengthened its engagement and commitment to China.**

#### Building a stronger base

Over the last decade, China has become the number one chemical market in the world. BASF transferred its Greater China headquarters from Hong Kong to Shanghai in 2004, implemented major investment projects at large scale sites, and established a strong infrastructure based on the company's technology, manufacturing, marketing and sales know-how. At the same time, the number of BASF's employees in Greater China has grown from about 2,000 to 7,770, providing ample career opportunities for local managers, engineers and scientists.

BASF in Greater China has taken key steps during this period to engage in open dialogue with stakeholders and uphold our social responsibilities in China. In 2008, BASF became one of the first multinational companies committing to report integrated information on our financial, social, and environmental performance on an annual basis.

#### Sustainable growth

Since 2001, BASF's sales to Greater China have grown more than sixfold to over €6.5 billion, supplying customers from a reliable and sustainable local source with innovative solutions.

This robust growth is sustained by continuous investment, strategic acquisition and divestures, and forward-looking products and solutions. Our successful partnership with China Petroleum & Chemical Company (Sinopec) in Nanjing has demonstrated the effectiveness of the Verbund concept, an integrated approach which has been adopted by many industrial parks. In addition to the flagship site in Nanjing, BASF has developed production clusters mainly around the Gaoqiao and Caojing area in Shanghai, equipped with the latest technologies. Together with foreign and domestic partners, in 2006 we began an integrated isocyanates production in Shanghai Chemical Industrial Park. There, the plant producing methylene diphenyl diisocyanate (MDI) and

toluene diisocyanate (TDI) has been recognized by Shanghai as a Safe Production Model. Over the past 20 years, BASF has invested more than €4 billion in China, more than €6 billion with partners.

Major global acquisitions by BASF since 2005 have also benefited China, among them the Electronic Chemicals business of Merck Group in 2005, Johnson Polymer, the Construction Chemicals business of Degussa and US catalysts manufacturer Engelhard in 2006, Ciba in 2009 and Cognis in 2010 as specialty chemicals manufacturers. These companies' China operations were successfully integrated into BASF in Greater China, thereby further enhancing our product portfolio. The enriched portfolio allows us to develop and offer more sustainable products and solutions for Chinese customers.

While growing the business strongly, we have adopted BASF global standards in environment, health and safety in China. A dedicated unit in Greater China on Responsible Care was set up in 2004 to implement and promote Responsible Care principles both internally and externally. In the same year, China was the first among all BASF operations in Asia Pacific to set up a full time dedicated resource to address sustainability management. BASF also established its Asia Pacific engineering and technical procurement platform

based in Shanghai. This new platform, the first of its kind for a BASF corporate function in the Asia Pacific region, will represent an important part of BASF's global engineering and procurement network.

#### Innovation drives success

China plays a major role for BASF in its pursuit to expand its research and development (R&D) activities in the Asia Pacific region. Currently, the company's major research facilities are located in Shanghai, Guangzhou, Guilin and Taipei. In Shanghai, BASF established its first auto industry oriented R&D center in 2007. This was followed by a plasticizer applications lab, care chemicals development centers and a PolyTHF lab. In Beijing, BASF set up a gasoline engine testing lab in 2005, and a diesel engine testing lab in 2007. BASF products and solutions were showcased in both Beijing Olympics 2008 and World Expo 2010 Shanghai. In 2010 BASF broke ground in Shanghai on its Innovation Campus Asia Pacific, including a new R&D Center. While strongly expanding R&D activities, BASF also established one of its three global centers for Global Intellectual Property Management in China.

#### Yesterday

BASF's history in China dates back more than 125 years. Innovative chemical solutions laid the foundation for BASF's success right from the beginning. Only 20 years after the company's foundation in Germany in 1865, BASF started doing business in China by trading textile dyes, one of the most important chemical products of the time.



#### Today

In 2011, Greater China was BASF's third-largest market globally after Germany and the United States, and accounts for nearly half of its business in Asia Pacific. The Greater China operations are headquartered in Shanghai and the head office will be moved to the Pudong site (right) as part of the site's expansion which will also include the new Innovation Campus for the Asia Pacific region to open in 2012.



## BASF in Greater China At a glance

In 2011, BASF in Greater China achieved sales of over €6.5 billion. Currently, BASF operates 28 wholly-owned subsidiaries and 17 joint ventures in Greater China with some 7,770 employees. BASF has invested more than €4 billion in China over the last 20 years (more than €6 billion with partners) to build a locally competitive production base as well as a marketing, sales and technical service network in China.

### Shanghai: manufacturing and technology hub

BASF operates several factories and technological centers at its Pudong site which is on the road to becoming one of the major global sites of BASF. The company's Greater China head office is planned to be relocated there from downtown Shanghai by the end of 2012. Moreover, the new Innovation Campus Asia Pacific is under construction on the site which will be a regional hub for research and development. At Pudong, BASF Auxiliary Chemicals produces engineering plastics and specialty chemicals such as amino resins, pigment preparations, leather and textile chemicals, coolants as well as dispersions. Adjacent to it, BASF Polyurethanes Specialties (China) Co. Ltd. operates a production plant for thermoplastic polyurethanes (TPU), a technical research center and a system house which develops individual polyurethane (PU) solutions for each customer.

At Shanghai Chemical Industry Park in Caojing, BASF has established two joint ventures with Huntsman, Shanghai Hua Yi (Group) Company and Sinopec Shanghai Gao Qiao Petrochemical Corporation. They produce methylene diphenyl diisocyanate (MDI) and toluene diisocyanate (TDI) which are both key PU components. At the same site, BASF Chemicals Co. Ltd., founded in 2002, produces polytetrahydrofuran (PolyTHF), a major raw material for the production of spandex fibers, and polyisocyanate (Basonat) for the coating and furniture finishing industry, as well as precious metal solutions for automotive catalysts.

### Nanjing: Verbund Site

BASF-YPC Company Limited is jointly operated in Nanjing by BASF and China Petroleum & Chemical Company (Sinopec) as an integrated petrochemical Verbund site. The Verbund system achieves extremely efficient production and safety by clustering plants and re-using by-products. The site annually produces three million tons of high-quality chemicals and polymers for the Chinese market, serving rapidly-growing demand in multiple industries such as agriculture, construction, electronics, pharmaceutical, automotive or chemical manufacturing. In January 2012, both partners inaugurated the second phase of the site which involved the expansion of the existing steam cracker and the construction of additional plants. Further expansion is currently under consideration. BASF-YPC Company Limited, which publishes its own annual report online at www.basf-ypc.com.cn, posted sales of about €2.76 billion in 2011 and had around 1,860 employees.

### Chongqing: site for a new MDI plant

BASF is currently constructing a large new MDI facility in Chongqing, investing RMB 8 billion (approximately €860 million). Construction began in 2011 following final approval of the project by relevant authorities. BASF and Chongqing authorities aim for operation by 2014. Annual capacity of the plant will be 400,000 tons of MDI.

During the construction phase, about 30,000 workers will be employed at the site. As of start-up, there will be in total 17 plants in the park which will begin operation in a highly integrated production system.

The new MDI plant will form the nexus of a new industry hub for the Chongqing region. It will open the door to substantial local and international investment. This will come from industries such as footwear, construction, appliances and electronics.

### BASF's third largest market after Germany and the United States in 2011



**BASF in Greater China**  
Facts and figures

- 28 Wholly-owned subsidiaries
- 17 Joint ventures
- 40 Production sites
- 51 Sales offices
- 4 R&D sites

Sales 2011      Employees

€6.5 billion      7,770

### Completion of petrochemical expansion project

BASF and Sinopec on January 10, 2012, inaugurated the second phase of their integrated petrochemical site in Nanjing, bringing crucial chemicals to the China market that will support the development of more sustainable local industries. The total investment for the joint venture has reached almost US\$4.5 billion and further expansion is under consideration.



### Sales in Greater China 2007 – 2011

(by location of customer)  
in billion €

2011	6.5	
2010	5.8	
2009	4.1	
2008	4.2	
2007	4.4	

### BASF products

BASF's business in Greater China includes products such as petrochemicals, inorganics, polymer dispersions, polyurethanes, engineering plastics, coatings, finishing products for the textile and leather industries, electronic materials, intermediates, catalysts, construction chemicals, paper chemicals, care chemicals and crop protection products.





Automotive design innovations achieved through chemistry that make a car lighter, improve temperature management and increase energy efficiency can all be found in the smart forvision concept car BASF developed with Daimler. The car offers a glimpse into the future of mobility.

## Strategic areas Overview

In 2050, around nine billion people will live on this planet. On the one hand, this population growth is associated with enormous global challenges but we also see many opportunities, especially for the chemical industry. We expect the chemical industry to grow particularly strongly in the emerging economies, and that these markets will account for around 60% of global chemical production by 2020. Innovations based on chemistry will play a key role in three areas in particular:

### Resources, environment and climate

Dramatically rising energy demand is one of the world's most pressing challenges. In addition, access to clean water and other non-renewable resources is becoming increasingly important.

### Food and nutrition

A growing world population obviously needs correspondingly more food. And it will be necessary to enhance nutrition quality.

### Quality of life

Population growth and globalization present further challenges. Aspirations differ greatly from region to region and among different social groups, but there is a common ambition: people want to improve their individual quality of life.

BASF's products and solutions will contribute to conserving resources, ensuring healthy food and nutrition, and improving quality of life. Sustainability and innovation will be significant driving forces.



Resources, environment and climate



Food and nutrition



Quality of life

### We create chemistry for a sustainable future

We combine economic success, social responsibility and environmental protection. Through science and innovation, we enable our customers in almost all industries to meet the current and future needs of society.

## Resources, environment and climate

### Energy efficiency through chemistry

With our products, we aim to combine economic, social and environmental benefits. In Greater China, several housing projects showcase how construction materials from BASF can help save energy and protect the environment. In the automotive sector, BASF's products and solutions help to increase fuel efficiency and reduce emissions.

#### Environmentally-friendly construction solutions

For many years, BASF has participated in leading energy efficiency construction projects around China, including the retrofitting of existing buildings and the construction of new buildings.

Current projects include BASF's partnership with Shanghai Sanxiang Co. Ltd. on the construction of a large complex called "Sanxiang Hongqiao No. 9 Project" which includes both office and commercial buildings. Its landmark building is designed to meet the Three Star Green Building standard, which is the highest level of China's green standard for sustainable construction. The standard defines green buildings as being those which can optimize resource conservation throughout their entire life cycle. According to a letter of intent signed in July 2011, BASF is supplying a package of advanced energy-saving and eco-friendly solutions ranging from external building insulation and waterproofing to flooring, coating solutions and tile adhesives.

Around the same time, BASF and Landsea Group Co. Ltd., a China-based real estate developer committed to eco-building, signed a framework agreement on strategic cooperation to jointly introduce and further develop innovative and comprehensive solutions for sustainable construction projects in China. Under this agreement, BASF will provide its package solutions including



NORBIN™ environmentally friendly paint from BASF was used on the exterior of a large Wal-Mart supercenter in Hefei, capital of Anhui Province.

Neopor®, Finestone® and Elastospray® CH for insulation of walls and roofs. For eco-friendly coatings, we will provide NORBIN™. Moreover, BASF will supply flooring, waterproofing and PCI tiling systems.

#### Solutions for mobility in China

BASF provides various automotive solutions to manufacturers which help them to reach their goals in producing environmentally-friendly cars. BASF is the market leader for mobile emissions catalysts in China, and together with its joint venture partners in Korea and Japan, is the market leader in Asia and globally.



#### Innovative solutions for concrete protection

BASF's cement-based and resin-based repair products help deliver a long-lasting concrete protection and increase the durability of concrete structures, saving energy and reducing the environmental footprint.

The growth of demand is dynamic as China's auto market remains strong while at the same time regulations and emissions standards continue to tighten. In June 2011, BASF announced its investment of €40 million over the next two years to double production capacity for mobile emissions catalysts at its Asia Pacific manufacturing hub in Shanghai. Production capacity will increase significantly for catalysts used in automotive, motorcycle and heavy-duty diesel engines. The €40 million expansion project is expected to be completed by 2013 and underscores BASF's commitment to provide customers in the region with the highest quality, most cost-effective emissions control solutions possible.

In addition to its Shanghai site, BASF also has a production facility for motorcycle emission catalysts in Guilin, Guangxi.

BASF plastic solutions help to make vehicles lighter. In cooperation with the R&D center of First Automobile Works (FAW), BASF has launched the first plastic oil pan used in small-displacement gasoline engine. Compared to the original structure using metal materials, this plastic oil pan reduces the weight by more than 50% and also saves cost by simplifying the assembly process through functional integration. Lightweight vehicles can significantly improve fuel economy which makes them more environmentally-friendly.

BASF is also one of the leading suppliers of a wide selection of coating products and solutions that enable customers to operate processes with higher energy efficiency. BASF's waterborne basecoats were developed more than 25 years ago. This technology reduces significantly the use of organic solvents and hence lowers the impact on the



BASF's waterborne coatings considerably reduce solvent emissions and lower environmental impact.

environment. BASF was the first coatings supplier to introduce waterborne coatings systems to the Chinese automotive industry. BASF is the key supplier of global car manufacturers such as Shanghai Volkswagen (SVW) and many other leading car manufacturers in China with a full range of automotive coatings solutions and services.

#### Expansion project for catalyst hub

BASF announced on June 15, 2011, that it will invest €40 million over the next two years to double production capacity for mobile emissions catalysts at its Asia Pacific manufacturing hub in Shanghai, China.



## Food and nutrition

### Innovations for efficient food production and nutrition quality

Worldwide, BASF products are supporting efficient food production and nutrition quality. These range from solutions for food, feed, pharmaceuticals and flavor and fragrance. At the same time, BASF produces innovative crop protection solutions for the agricultural sector.

#### Sterols to reduce cholesterol

BASF has been conducting research in the area of functional ingredients in order to create foods with additional health benefits. In November 2011, BASF and the world's leading agribusiness group Wilmar International Limited launched a joint research center in Shanghai in order to study the health effects of adding functional ingredients to cooking oil.

The new facility is located inside Wilmar's biotechnology research center with an independent lab. In this institute, both companies share their respective expertise. BASF brings its knowledge about substances such as sterols, conjugated linoleic acid, fish oil, medium-chain triglycerides (MCT) oil and functional lipids. Wilmar, as China's largest producer of edible oil shares its know-how on edible oil development and local market insights.

The initial research focuses on sterol. Plant sterols and plant sterol esters are compounds with chemical structures very similar to cholesterol. These beneficial fat-like substances are naturally present in small quantities in vegetables, fruits, nuts, seeds, cereals or vegetable oils. Increasing daily consumption of plant sterols can help to actively manage cholesterol level thus help reduce the risk of heart disease. Research shows that functional foods and supplements containing plant sterols can effectively reduce cholesterol level by up to 15 percent.

#### Tackling vitamin A deficiency in children

Vitamin A deficiency is considered a major contributor to malnutrition. Inadequate intake of vitamin A can lead to reduced eyesight in the dark, a dry conjunctiva and cornea, as well as weakening of the immune system. This deficiency results in a higher burden for the healthcare system, lower school attendance as well as a loss in productivity of up to 2.5% of GDP. The World Health Organization (WHO)



Routinely adding vitamin A to cooking oil helps reduce childhood blindness and other malnutrition-related conditions.

#### Joint research institute in Shanghai

BASF is partnering with its key customer Wilmar International Limited to build a sustainable business in cooking oil through the opening of a joint research institute of nutrition and health in Shanghai.



estimates that around 140 to 250 million children under the age of five suffer from vitamin A deficiency globally. According to a 2002 Chinese nutrition and health survey, 9.3% of Chinese children between three and twelve years of age experienced vitamin A deficiency at that time.

The only way for the body to get vitamin A is via food. Experts from BASF are thus helping local staple food producers to solve the problem by fortifying staple foods such as oil and flour with vitamin A. In China, BASF, together with local partners, has launched a pilot food fortification program for 29 boarding schools in Beijing's Yanqing county and Huairou district. The project, started in September 2011, aims to improve the general nutrition of students by increasing their intake of vitamin A through the use of vitamin-A-fortified edible oil.

BASF's project partners are the Food Fortification Office (FFO) of the Chinese Center for Disease Control and Prevention (China CDC), the Beijing CDC and China Oil and Food Corporation (COFCO) Food Sales and Distribution Co. Ltd. The FFO of the China CDC is responsible for the organization, coordination and implementation of the project. BASF provides the vitamin A and funds the project, while COFCO provides vitamin-A-fortified soybean oil to the schools at a discounted price.

BASF has been supporting similar food and vitamin A fortification programs in other developing regions such as Africa and South East Asia.

#### Sustainable tomato production with COFCO Tunhe

In November 2011, BASF and COFCO Tunhe, one of the world's largest tomato producers and processors, headquartered in Beijing, launched a strategic cooperation to develop and enhance sustainable tomato cultivation in China. The main goal is to design a production system that addresses needs throughout the entire food value chain. The two companies have begun to analyze the challenges Chinese tomato growers face and help them meet the demands of end-consumer food producers in export markets.

The companies agreed to work together to help Chinese growers improve tomato quality, increase yield and manage cropping risks better. BASF will contribute its experience in agricultural sustainability to deliver customized integrated solutions which combine crop protection technology, agricultural services and solutions for stress and resource management.

The cooperation will initially focus on tailored solutions using BASF's AgCelence® product line, which helps increase health and fitness of plants.

Together with tomato farmers, BASF and COFCO Tunhe will conduct field trials in the Xinjiang Autonomous Region, using AgCelence brand products. AgCelence has shown quality and sustainability improvements in tomato farming in several countries around the world.

#### Sustainable tomato production in China

The signing of a memorandum of understanding between BASF (China) Co. Ltd. and COFCO Tunhe Co. Ltd. in Beijing in November 2011 began a strategic cooperation between the two companies to develop and enhance sustainable tomato cultivation in China.



## Quality of life

### Solutions to improve living standard

**There is a growing global trend to find energy efficient alternatives to metals for various applications. Plastics have become central to many innovations that help make life cleaner, safer, and more comfortable, while providing cost efficiency for manufacturers and consumers.**

#### Cleaner

Thanks to recent advances in material science, today's plastics are able to play an increasing role in the sanitary industry. Water heaters, shower sprayers, toilet covers, pipe fittings, water meters and taps are now made from plastics rather than metal. Plastics used in contact with water and other materials do not corrode, which means they do not release any metals into the water.



BASF's high-performance plastics can be used as a good replacement of metal to produce sensors for gas water heater and pipe connectors.

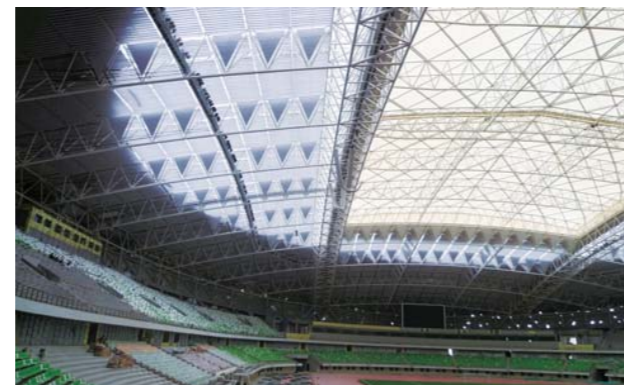
The durability and stability of plastics under high temperature is a challenge. BASF developed its high performance plastic Ultramid® HMG14 as an advanced plastics material to be used for high-temperature tube fittings. This is a new grade of BASF Ultramid series with a new formula that guarantees high resistance to hot water as it remains stable at 100 degrees Celsius. It also shows excellent resistance to superheated steam sterilization. For example, in 2009, Haier used BASF's Ultramid HMG14 to make a sensor for a gas water heater for housing applications. Ultramid HMG14 can also be used to produce pipe connectors or plumbing valves.

#### Quieter

BASF's melamine foam Basotect® is an excellent noise absorption material used in theatres and concert halls. It can also replace metal in washing machines, making them significantly quieter. BASF and Haier, the leading white goods manufacturer in China, have jointly developed two concept washing machines using Basotect to reduce noise and pigments that enhance the appearance.

#### Safer

Chinese companies which export products like kitchenware need material that complies with all relevant regulations for plastic materials in food contact in the European Union (EU). Typical applications are spatulas, cutlery and plastic utensils which are commonplace in kitchens today. Since July 2011 the BASF engineering plastics compounding plant in Pudong now makes several grades of its Ultramid products which are suitable for food contact, compliant to the stringent regulations set by the EU.



#### Lightweight sound protection

The Dongsheng National Fitness Center Stadium in Ordos, Inner Mongolia, is China's largest stadium with a retractable roof. The complex construction required not only an effective sound absorption but also a lightweight solution. BASF's specialty plastics Basotect provided effective sound absorption for large scale applications to provide audiences with a more comfortable acoustic experience.

#### Polyurethanes: from cars to boots

Polyurethanes (PU) are extremely versatile. As soft foams, for example, they improve car seats and mattresses, and as rigid foams, they increase the energy efficiency of refrigerators or can be used in car parts.

In August 2011, Chinese car maker Great Wall Motors became the first local car maker to use PU as acoustic and thermal engine insulation, for its new SUV Haval H6. The PU foam solution, introduced by BASF from Europe to China, boasts better value compared to other materials.

BASF also makes innovative PU products for shoe soles and rain boots. BASF PU solutions enable Timberland to



BASF's innovative PU solutions replace conventional materials such as PVC and rubber to produce rain boots for warmth and comfort.

produce footwear in China with superior comfort. BASF also provides cutting-edge PU solutions and technical support to the product development process of Red Dragonfly, a market leader of casual footwear in Mainland China. BASF and Red Dragonfly together developed a new PU formulation for rain boots which uses Elastopan® Grip Tech in the outsole. This new technology creates an excellent grip on various surfaces in dry and wet conditions and makes soles very flexible.

BASF's Asia Footwear Technical Center in Shanghai has developed a special polyurethane system for the manufacturing of PU rain boots: Elastopan Extreme. Using PU for rain boots makes them lighter compared to those made of rubber or PVC. It also allows greater design flexibility while at the same time providing excellent insulation properties and comfort.

#### Fighting malaria with Interceptor® mosquito nets

BASF has developed a high performance mosquito net, Interceptor, which uses a unique textile finishing product containing Fendozin®. Fendozin blends a proprietary polymer with Fendona®, a fast acting BASF insecticide approved by the World Health Organization (WHO) for mosquito control. The secret of these Interceptor nets is that Fendozin binds the insecticide to the fabrics of the net by a special coating. The insecticide can rapidly kill or repel mosquitoes even after long-term use and storage.

BASF is actively involved in China's National Malaria Control Project and has donated more than 500,000 Interceptor nets to the project by 2011.

#### Plastics that meet EU standards for food

BASF's engineering plastics find widespread use in the food sector. They are now manufactured in China under stringent Good Manufacturing Practice conditions, which comply with European Union requirements for food contact.



## Innovation

### Research and development in Greater China

China is playing a major role for BASF in its pursuit to expand its research and development (R&D) activities in Asia Pacific in order to provide innovative solutions and products to customers throughout the region.

#### Custom-made innovations in China

BASF's most important R&D facilities in Greater China are located in Shanghai, Taipei, Guangzhou and Guilin. Our R&D teams serve all major industries in Asia Pacific such as automotive, construction, paints and coatings, packaging, home and personal care, textile and leather, electronics, paper, nutrition and health. Thereby, the company's portfolio covers every step from product development, testing, approval and registration to application technology development.

In Shanghai, BASF is currently constructing its new Innovation Campus Asia Pacific. From 2013 onwards, around 450 scientific and technical professionals will develop new products and solutions for industries such as construction, automotive, footwear and cosmetics in the Asia Pacific region. New polymer research teams will be established which will drive these product development activities jointly with the respective business teams and their customers.

Once up and running, the new Innovation Campus Asia Pacific in Shanghai will be tightly integrated into BASF's global R&D community, with close connections to other R&D sites in Asia as well as the strong R&D teams in Europe and the United States.

To foster even more communication and synergies among various R&D and technical teams, BASF awards outstanding innovations of its teams in Asia Pacific. The first Innovation Campus Award 2011 was granted to a Construction Chemicals R&D team in Shanghai for its first-to-market Solar

#### Innovation Campus Asia Pacific

Scientific and technical professionals starting from 2013

~450

Reflective Radiation Reflective UV-resistant Waterproofing Membrane (SRM). Developed in China with the support of BASF's global research network, this membrane is designed to address the dual problems of long-time exposure of building roofs to sun radiation as well as water leakage, with the aim of reducing energy consumption and extending roof life. The system is applied to roofs with BASF's Masterseal® 378 for the body coat and Masterseal 388 HRM for the top coat. It carries both waterproofing and solar reflective properties which makes it unique in the market. Thereby it protects the building during hot and rainy seasons, and helps to achieve energy savings and a longer roof life.

The SRM is differentiated by its high total solar reflectance, elasticity and tensile strength, low emissions of volatile organic compounds, easy application, enhanced ultra-violet resistance, durable dirt pickup resistance as well as excellent performance in bonding to most coated metal roofs without using primer. Five months after its launch, the winning SRM solution was adopted for an application size of 55,000 square meters at sites of China Mobile, a leading mobile phone provider in China.



#### Energy-efficient membrane system for roofs

A UV-resistant and waterproofing membrane system was developed locally mainly for building roofs especially during summer and rainy season. This membrane system helps to achieve energy savings and a longer roof life.

#### Clear-to-clear filmic label adhesives

BASF has developed a new formula for clear filmic labels, combining environmentally-friendly and high-efficiency features. The new formula, initially developed in Shanghai in 2009, was launched into the market in 2011 in China and Australia. Clear filmic labels are used for transparent containers such as for shampoo or perfume. They need to be transparent for a no-label look, and also need to last in contact with water. Therefore the labels need a very clear and very strong adhesive which is also environmentally-friendly. To this end, BASF scientists have developed a new clear-to-clear filmic label adhesive Acronal® Clear for BASF's Acronal series of Pressure Sensitive Adhesives in order to replace solvent-based adhesives.

The new product has almost no odor and no detectable volatile organic components, making it more environmentally-friendly than traditional label adhesives. The resulting product, Acronal Clear, bonds fast, stays water-resistant, has outstanding transparency and excellent cutting behavior. It also shows good cohesion, good resistance against whitening through water contact, and high peel strength on glass.

#### BASF Sino-German Research and Development Fund

The BASF Sino-German Research and Development (R&D) Fund was established in 1997 to enhance the R&D strength of BASF in Greater China, as well as to forge collaboration with the Chinese scientific community. To this end, the fund cooperates with universities, research institutes under the Chinese Academy of Sciences, and research and development companies.

To date, more than RMB 100 million (€12 million) have been invested in the fund. It has established some 200 research projects with 90 Chinese research groups in the fields of advanced material science, nanotechnology, organic synthesis, industrial catalysts, industrial biotechnology, plant science and chemical engineering and technology.

→ For more on BASF's Sino-German R&D Fund, see page 37

#### BASF Sino-German R&D Fund

Investment (million RMB)

>100

#### Filmic label adhesives for transparent containers

Developed in China, Acronal Clear is a new clear-to-clear filmic label adhesive within the water based Acronal product line of BASF. For a real no-label look, the adhesive needs to be transparent, and it also needs to last in contact with water. It allows modern-style labeling while providing excellent application properties for the industry as well as consumers.



## Employees Commitment and relationships

**Building our team remained a major challenge in 2011. Business growth, the establishment of additional BASF units and new facilities in Greater China as well as the integration of acquired companies required a streamlined approach. In 2011 we took specific steps to hire both young talent and experienced professionals. We also undertook professional change management to help us foster operational excellence so that newly-integrated teams were able to start working together quickly after limited transition phases. By the end of 2011, BASF in Greater China had about 7,770 employees from dozens of countries.**

### China's Top Employer Award

At the beginning of 2012, the international Corporate Research Foundation Institute (CRF Institute) for the second time in a row certified BASF as one of "China's Top Employers" for its accomplishments in human resources management and corporate culture.

→ For more on China's Top Employer Award, see page 39

### Programs for students and graduates

The BASF "Grow" Graduate Program aims to recruit, train and develop talented, passionate and enthusiastic graduates from all over China by offering customized training and job rotation. Under this program, new recruits experience various positions within the company for 24 months, while receiving guidance and mentoring. Since the commencement of the program in 2007, BASF has continually recruited graduates from universities throughout China, even during the economic crisis. In 2011, BASF hired significantly more graduates than the previous year. At the same time, BASF was able to offer appropriate positions for those graduates who joined the "Grow" program in 2009.

In 2011, BASF held a series of dialogue sessions at China's major universities, called Campus Talks. During these

### "Grow" camp brings new start

Nearly 90 new "Grow" trainees from 38 universities were invited to a two-day, pre-boarding camp in Shanghai. The camp aimed to give the new "Grow" trainees an orientation to the BASF culture to help them envision their future careers in the company.

### Number of employees – BASF in Asia Pacific and Greater China

(as of December 31, 2011)

	2011	2010	2009	2008	2007
Greater China	7,770	6,980	6,400	6,300	6,000
Asia Pacific	17,342	15,965	14,817	13,734	13,278

sessions, senior executives from BASF introduced the company's diverse career opportunities, its comprehensive training and development programs as well as its commitment to sustainable development in Greater China. In 2010 and 2011, Campus Talk sessions attracted more than 7,000 students in over 50 cities.

BASF also provides various internship opportunities for students from Greater China and abroad.

### Diversity and Inclusion

BASF aims to ensure that its workforce reflects the diverse and dynamic global business environment. BASF therefore embraces diversity and inclusion in its corporate culture. We have introduced this approach in Greater China as well, and in 2011 we drove diversity and inclusion through active employee engagement in a series of workshops. Colleagues are encouraged to apply the principles of diversity and inclusion during their daily work.

### Employee age structure – BASF in Greater China

(as of December 31, 2011)  
proportion of employees %

up to and including 25 years	9.2	
between 26 and 39 years	57.4	
between 40 and 54 years	31.3	
55 years and older	2.1	



BASF employees come from a variety of age groups. The largest proportion of BASF employees in Greater China 2011 was in the 26 to 39 age group.

### Diversified training and development programs

BASF employees, as a diverse group of people, have very different career goals, motivations, dreams and interests. What they all have in common, however, is preparation and access to ample opportunities within the company.

In exploring each employee's skills, experience and competencies, BASF consistently provides structured training programs as well as various development opportunities. They include domestic and overseas training courses, online self-learning resources, on-the-job coaching, project-based cooperation, expanded job responsibilities, cross-functional and cross-company transfer, development-based local and international assignment and Development Centers among others.

In 2011, we enhanced our Greater China training program portfolio in particular for employees in manufacturing and technical areas.

BASF also rolled out the global Senior Project Employee Development. This program highlights employees' ownership of their individual careers, enhances open and direct dialogues between employees and managers. In this way, it helps to enhance career development opportunities for employees as well as to support BASF's business growth targets.

BASF has also enhanced its LEAP program in Greater China in 2011, which has been running for seven years. This program aims to expedite the careers of leadership candidates through a clear development roadmap and steady communication among the parties involved. As one of the measures, BASF organized regular talent forums on different levels.

### Global families at BASF

At the Global Family welcome event in Shanghai with a theme of "Future loves Chemistry" to celebrate the International Year of Chemistry 2011, young people were given the opportunity to learn that BASF not only creates chemistry with its products, but also strives to create chemistry within the BASF family.

### Family programs

The BASF Global Family program is an international holiday exchange opportunity created for children of our employees aged from 14 to 19. BASF host families in different countries exchange children for two weeks, allowing the kids to experience living overseas during their summer vacations. In 2011, 16 teenagers from Shanghai and Guangzhou took part in the program and exchanged families with counterparts from Germany, France, Spain, Hungary and Croatia.

BASF also holds Open Day programs where families of employees visit our facilities in order to learn more about the company's operations in Greater China and about safety in the workplace.

### Team events with BASF's Trade Union

In recognition of BASF's outstanding performance in building harmonious labor relations and promoting healthy corporate development in China, Johnny Kwan, Chairman of the BASF Greater China Country Board, was named one of the Top Ten Best Partners of Trade Unions at an award ceremony hosted by Shanghai Pudong New Area General Trade Union on January 19, 2012. Wang Fulin, Chairman of the BASF Joint Trade Union, was also honored with the Top 10 Outstanding Trade Union Workers 2011 Award.

Beyond daily business activities, BASF's Trade Union regularly organizes team events for employees in order to promote a good work-life balance. For example, the Trade Union arranges annual outings and popular sports activities on weekday evenings and weekends, such as badminton, table tennis, football and basketball. During the Trade Union's "Happy Weekend" series in Shanghai, BASF employees network with employees from other companies. "Happy Weekend" also organizes field trips for kids. For example, the day trip to the Shanghai Natural Wild Insectarium in 2011 was very popular.



## Environment and safety Commitment to Responsible Care

For BASF, environment, health and safety (EHS) and security are central elements of sustainable business management.

### Safety management systems

On a global basis, Responsible Care is the chemical industry's global voluntary initiative, under which companies work together to continuously improve their EHS performance. In 2006, BASF was among the companies that initiated and signed the Responsible Care Global Charter of International Council of Chemical Associations (ICCA). Through sharing of information and a rigorous system of checklists, performance indicators and verification procedures, the initiative thus enables the industry to quantify how its EHS performance improves over the years. BASF has enacted a Responsible Care Management System since 2007 that comprises global rules, standards and procedures for environmental protection, safety and security. Concrete specifications for implementing these measures are laid out in binding BASF Group directives.

Because safety is our top priority, we regularly assess risks, in all fields including research, production and logistics, and see how these could impact our employees, the environment and the surrounding community.

### Environmental protection

Globally, in 2011, BASF increased the energy efficiency of its production processes by 26% and already reached its goal of reducing the greenhouse gas emissions per metric ton of sales product by around 35%, compared to 2002. In Greater China, emissions to air and energy consumption increased slightly. This is mainly due to increased production volumes. During the process of starting up new production lines, trial runs are required, which means that chemical reactors are started up and turned down more frequently compared to

operations after they are in full swing. Generally, operations in Greater China contribute to the global targets of increasing energy efficiency and reducing specific emissions per ton of product.

### Greenhouse gas emissions

In 2011, emissions of greenhouse gases (GHG) from BASF's chemical operations in Greater China totaled 1.97 million metric tons (2010: 1.93 million metric tons). This increase mainly resulted from higher production volumes, the expansion of BASF-YPC Company Limited in Nanjing, and the acquisition of Cognis. Emissions per ton of product were further reduced in 2011.

Some emission reductions were achieved through the use of low-carbon fuel at some BASF sites. For example, a Regenerative Thermal Oxidizer was installed at one site in Jiangsu Province. It uses natural gas fuel instead of heavy oil to burn volatile organic compounds. BASF also switched the fuel of the boiler in one site in Guangdong from diesel oil to natural gas. Moreover, a site in Shanghai optimized its steam system in order to save energy and cut emissions.

### Greenhouse gas emissions – BASF in Greater China

(Metric tons)

2011	1,974,229	
2010	1,924,812	
2009	1,991,039	
2008	1,831,154	
2007	1,907,694	

CO<sub>2</sub> equivalents include: CO<sub>2</sub>, N<sub>2</sub>O, CH<sub>4</sub>, HFC, PFC, SF<sub>6</sub>

### Emissions to air

We monitor emissions of air pollutants which include inorganic compounds such as carbon monoxide, sulfur oxides, nitrogen oxides, or ammonia as well as dust or non-methane volatile organic compounds. In 2011, emissions to air from BASF's chemical operations in Greater China totaled 1,282 metric tons (2010: 1,182 metric tons). This increase is mainly due to the increase of production volumes and expansion at BASF-YPC Company Limited. We continuously improve our off-gas treatment facilities, for example upgrading in the dust scrubber system at a site in Shandong Province. We are also striving to use a more environmentally-friendly fuel mix. Emissions to air per ton of product slightly decreased in 2011.

### Emissions to air – BASF in Greater China

(Metric tons)

2011	1,282	
2010	1,182	
2009	1,164	
2008	951	
2007	1,059	

Air pollutants (without CH<sub>4</sub>): CO, NO<sub>x</sub>, NMVOC (Non-methane volatile organic compounds), SO<sub>x</sub>, dust, NH<sub>3</sub>/other inorganics

### Energy

In 2011, total energy supply at BASF sites in Greater China rose, mainly due to production increases and the expansion of BASF-YPC Company Limited. Electricity supply totaled 0.98 million MWh (2010: 0.88 million MWh), and steam supply totaled 4.57 million metric tons (2010: 4.63 million metric tons). Fuels for the central energy supply increased to

2.60 million MWh (2010: 2.37 million MWh). BASF works continuously to reduce the specific energy supply per ton of product.

### Electricity supply (total) – BASF in Greater China

(MWh)

2011	983,527	
2010	875,172	
2009	856,734	
2008	818,959	
2007	799,095	

### Steam supply (total) – BASF in Greater China

(Metric tons)

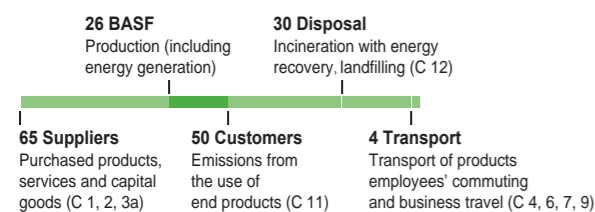
2011	4,572,683	
2010	4,630,474	
2009	3,874,034	
2008	2,744,931	
2007	2,581,974	

### Fuels for central energy supply (total) – BASF in Greater China

(MWh)

2011	2,599,364	
2010	2,365,279	
2009	2,287,504	
2008	1,955,265	
2007	1,932,284	

### Significant global greenhouse gas emissions along the BASF value-adding chain in 2011<sup>1</sup> (in million metric tons of CO<sub>2</sub> equivalents)



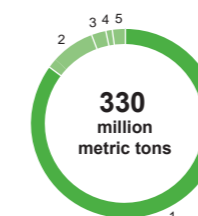
<sup>1</sup>According to Greenhouse Gas Protocol, Scope 1, 2 and 3 (categories within Scope 3 shown in parentheses)

### Our corporate carbon footprint

Our global corporate carbon footprint is based on continuously updated calculation methods. BASF reports all global emissions along the value chain and shows the volume of emissions avoided through the use of our climate protection products such as insulation materials or fuel additives.

### Avoidance of global greenhouse gas emissions through the use of BASF products by sector (in million metric tons of CO<sub>2</sub> equivalents)

1	Housing and construction	282
2	Industry	29
3	Transport	8
4	Agriculture	3
5	Other	8



### Global avoidance of greenhouse gas emissions

Since 2011, we have defined climate protection products as those product groups which compared to alternatives avoid greenhouse gas emissions over their entire life cycle and whose eco-efficiency is at least as good as that of comparable products. Globally, the use of climate protection products BASF sold in 2011 reduces our customers' emissions by 330 million metric tons of CO<sub>2</sub> (2010: 322 million metric tons).

**Water**

In 2011, BASF set two new global goals for water: by 2020 the company aims to reduce the use of drinking water by half compared to 2010. It also plans to set up sustainable water management at all sites in areas of water stress. BASF uses water as a coolant, solvent and cleaning agent, and to make its products. We try to gradually reduce water use and increase reuse as much as possible.

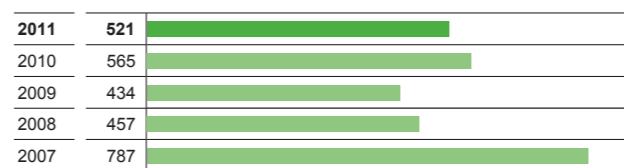
In 2011, BASF used 13.9 million cubic meters of water in Greater China (2010: 12.7 million cubic meters), with 4.2 million cubic meters of water used for production (2010: 3.9 million cubic meters). This increase is mainly due to the increase of production volumes, the expansion of BASF-YPC Company Limited and several construction projects across the country.

BASF uses most of the water for cooling purpose. We recirculate water as much as possible in order to reduce our water usage. For BASF in Greater China, the water for cooling amounted to 834.5 million cubic meters in 2011 (2010: 704.8 million cubic meters). Water resources can be saved thanks to the recirculation of water. The higher the difference between our water supply and the cooling water amount, the more we use our resources efficiently and protect the environment.

Water consumption per ton of product has remained stable. Additionally, BASF sites in Greater China have taken measures to save water in 2011. For example, one site in Shanghai optimized its water circulation system. Several sites also implemented waste water or rain water reuse projects.

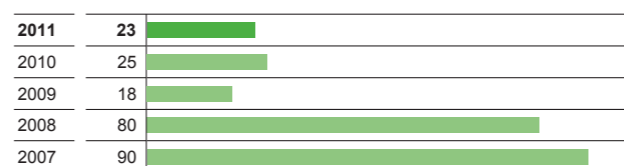
**Organic substances (COD) – BASF in Greater China**

(Metric tons)



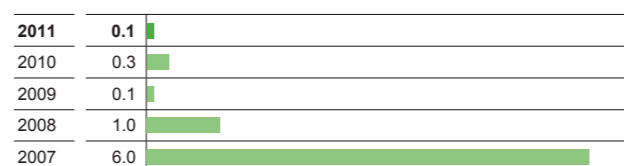
**Nitrogen – BASF in Greater China**

(Metric tons)



**Heavy metals – BASF in Greater China**

(Metric tons)



**Emissions to water**

Despite higher production volumes in 2011, emissions of organic substances to water in Greater China – measured in chemical oxygen demand (COD) – dropped to 521 metric tons (2010: 565 metric tons). Emissions of nitrogen decreased to 23 metric tons (2010: 25 metric tons), while those of heavy metals to water decreased to 0.1 metric tons (2010: 0.3 metric tons). We achieved a significant reduction by improving three waste water treatment facilities in 2011 in the provinces of Jilin and Shandong.

In order to avoid unanticipated emissions, we plan to review the water protection concepts of all our production sites in Greater China through BASF's global Waste Water Risk Assessment (WWRA) project by 2015. WWRA was kicked off at two sites in Shanghai in 2011 and will be rolled out to all our sites.

**Occupational health and safety**

The safety and health of our employees is critically important to BASF. We have a target that by 2020, we want to reduce the global lost time injury rate per million working hours by 80% compared to 2002 – and ultimately strive to prevent any injuries and accidents.

We also work with our contractors to achieve a high standard of safety in our operations. In Greater China, we implement a comprehensive contractor safety management system which includes, for example, detailed guidelines on contractor selection and qualification, safety training and site supervision.

In 2011, the lost time injury rate at BASF in Greater China was 0.2 per million working hours (2010: 0.5 per million working hours). For companies contracted to work at BASF sites in Greater China, the lost time injury rate was 0.2 per million working hours as well (2010: 0.4 per million working hours). No work-related fatality was recorded in 2011.

BASF regularly promotes and monitors the safety awareness of employees through safety regulations, seminars, training and audits. The company's safety promotion campaign "C.A.R.E." has been rolled out to many production sites of BASF Asia Pacific since its launch in the region in 2008, including those in Greater China.

BASF also promotes proactive reporting on health and safety issues, encouraging staff to report any incidents, including minor injuries or near-misses. Every incident investigation report is distributed to all sites and also documented in a global incident database.

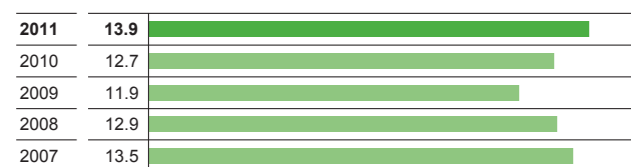
**Health**

BASF has specified worldwide standards for occupational medicine and health protection as a Group directive. We regularly conduct occupational medical audits to monitor our performance. In 2010, BASF worldwide developed a new indicator: the Health Performance Index (HPI). This comprises five components including reported cases of occupational disease, medical emergency planning, first aid, preventive medicine and health promotion. Each of them contributes a maximum of 0.2 to the total score. The highest possible score for the HPI is 1.0. Our goal is to reach a value of more than 0.9 every year.

In Greater China, we developed a standardized first aid training course. Several hundred employees from our production sites and offices attended this training and they will become first-aid champions for their teams. Also, BASF's fourth worldwide health campaign was carried out in 2011 with a focus on skin protection. Around 2,500 colleagues in China attended the health promotion seminars or took part in skin cancer screening or individual consultation.

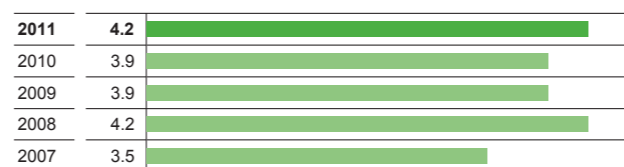
**Water supply (total) – BASF in Greater China**

(Million cubic meters)



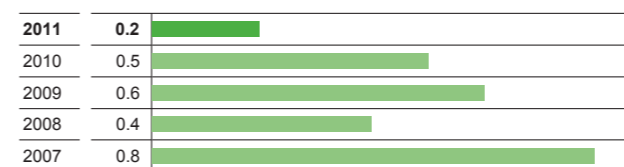
**Water used for production (total) – BASF in Greater China**

(Million cubic meters)



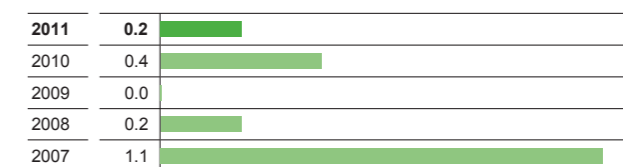
**Employees lost time injures – BASF in Greater China**

(Per million working hours)



**Contractors lost time injures – BASF in Greater China**

(Per million working hours)





**Product stewardship**

BASF reviews the safety of all its products along the entire value chain – from raw material suppliers to our own production and our customers' use of the products. It is our highest priority that our products pose no risk to people or the environment when they are used responsibly and in the manner intended.

In Greater China, BASF has set up systematic measures to meet local regulatory requirements as well as BASF global standards. The company has an integrated regulatory database and dedicated EHS managers who are responsible for studying new regulations and communicating them to production sites and business units. We also inform customers and the public about the properties of our chemicals with the help of a global database containing constantly updated EHS data. Safety Data Sheets on all our chemical products selling in China are available in Chinese.

With our global goals for risk assessment, BASF is supporting initiatives such as the Global Product Strategy (GPS) of the ICCA. GPS is establishing global standards and best practices to improve the safe management of chemical substances. In China, BASF has also been promoting the GPS concept to the local chemical industry through the platform of the China Petroleum and Chemical Industry Federation (CPCIF).

China has issued a series of regulations aiming to implement the United Nations' Global Harmonized System (GHS) of Classification and Labeling System of Chemicals. GHS itself is not a regulation but it establishes agreed hazard classification and communication with explanatory information on how to apply the system. In order to ensure compliance with China's adoption of GHS rules as well as other local rules

on product labeling, BASF has implemented a Global Label Management System in its Greater China production sites. We also encourage our suppliers to comply with the GHS.

**Waste**

In 2011, solid waste generated by BASF's production in Greater China was reduced to 67,323 metric tons (2010: 68,012 metric tons). This was achieved mainly thanks to process optimization and inventory management to reduce waste due to product expiry. For example, the waste water treatment plant of one site in Shanghai substituted raw materials and improved the process which resulted in sludge reduction by more than 1,000 tons in 2011. Process optimization also helped to increase waste recovery from 64% in 2010 to approximately 80% in 2011. Three sites in Shanghai, Guangdong and Taiwan also increased the recycling rate of empty drums from raw materials for internal use.

**Process safety**

We aim to prevent interruption of production and damage to the environment. When designing a new facility, we apply a five-step system from conception to the start-up which takes into account the most important aspects of environmental protection, safety, security and health protection – and incorporates them early on. For example, with the help of a risk matrix, we assess risks according to probability and potential impact in order to develop protective measures.

We also analyze and compare the causes of all incidents leading to fire, explosions or the release of chemicals on a global level. Based on this, we continuously optimize our processes. A new internal process safety requirement has been in effect since 2011 to increase employees' risk

**Increased waste recovery**

Process optimization also helped to increase waste recovery from 64% in 2010 to approximately 80% in 2011.

Waste (total) – BASF in Greater China		(Recycled %)
	(Metric tons)	
2011	67,323	80%
2010	68,012	64%
2009	59,349	71%
2008	42,237	65%
2007	56,253	59%

awareness, with roles and responsibilities clearly defined at production sites in Greater China. Extensive process safety trainings were conducted in 2011 to strengthen production site competencies.

**Emergency response**

With our emergency response concepts, we are prepared for many kinds of potential incidents. This system includes specific emergency response plans for our production facilities. Depending on the situation, we involve joint venture companies, partners and suppliers as well as municipal authorities, local communities and neighboring companies in this process. Our emergency response management system supports local emergency response units around the clock. We also hold regular drills with our employees and local authorities.

To ensure an effective on-site emergency response, all of BASF's production sites continuously develop, review and improve their site emergency response plan, based on risk evaluation. In addition to regular emergency response training and drills at sites, BASF in Greater China conducted an incident command training in 2011 with more than 100 plant managers and shift supervisors who would be in charge in case of any accident. BASF also has specific mechanisms for plants which handle hazardous materials (HazMat). Offsite emergency response is an integral part of BASF's Responsible Care initiatives.

There are three levels of emergency response for offsite incidents consisting of 1/ advice via phone, 2/ advice at the scene and 3/ support at the scene. In order to cope with the rapid growth of business, the offsite emergency response capability was upgraded to level 2 (advice at the scene) in



BASF Chemicals Co. Ltd. held a firefighting event in December 2011 to promote safety knowledge at the Shanghai Chemical Industry Park.

Eastern China and parts of Southern China in 2011. All other areas of Mainland China are for now under level 1 (advice via phone). The BASF sites in the level 2 area now work based on a mutual aid system. BASF's 24-hour emergency hotline not only provides technical support and relevant information to the offsite incident scene, but also provides emergency assistance to the employees in difficulty during business travel. BASF emergency contact network was extended to 24 locations in Greater China in 2011.

**Safety operation for forklift drivers**

Each year, BASF produces significant quantities of goods in Greater China which need to be handled by forklifts before being shipped to our customers. In order to enhance forklift drivers' safety awareness, in 2011 BASF organized a Safe Operation Forklift Competition called the "AnBao (Safety) Cup".





BASF is committed to leading and driving the chemical industry to strengthen the safety and reliability of chemical transport in China.

### Distribution safety

BASF's rules and measures for transportation safety apply to the delivery, storage and distribution of chemicals between all our sites, suppliers and customers. If an incident occurs despite our preventive measures, we provide swift assistance. Our transportation safety advisors subsequently evaluate all information in order to prevent such accidents in the future. In Greater China, we have a specialized team of trained transport safety advisors to support local operation and collaborate within our global network. Product spillages during transportation are reported, investigated and assessed as well. We also inspect all trucks entering and leaving all BASF sites.

We assess our logistics service providers regarding safety and quality. In 2011, BASF evaluated many companies in Greater China. For these inspections, our experts use both BASF's own methods as well as internationally approved analysis frameworks, such as the Safety Quality Assessment

System (SQAS), the Warehouse Safety Assessment (WSA) and the Chemical Distribution Institute-Tank Farm schemes (CDI-T). Based on a questionnaire revised by the European Chemical Industry Association (CEFIC) in 2011, we have raised our requirements for safety and quality in our logistics partners even higher. If our standards are not being met, we address this to the logistics companies and ensure that they immediately react by introducing the necessary measures for improvement.

In 2011, BASF (China) Co. Ltd. and BASF-YPC Company Limited jointly organized a "Logistics Service Provider Road Safety Quality Assessment System Road Show & Behavior Based Safety Training" in order to promote safety behavior among our logistics service providers and to further strengthen the safety and reliability of transportation of chemicals in Greater China. Around 100 delegates from 51 logistics companies attended the event. This kind of activity reflects BASF's strong commitment to the principles of Responsible Care.

### Safety during waterway transportation

As an example of our responsibility in transport, BASF employs double-hulled ships for its waterway transportation in Greater China. This improves safety and reduces risks such as leakage.



## Society

### Compliance and community dialogue

**BASF has established a number of measures to ensure that internationally recognized standards of corporate governance are adhered to at all our sites around the world including Greater China. This includes compliance programs as well as regular community dialogues on safety and the environment.**

#### Compliance

For BASF, compliance refers to the duty of every employee to comply with laws and internal corporate directives at all times. Our binding compliance standards ensure that our values are permanently integrated into all day-to-day business activities.

At a global level, our Chief Compliance Officer reports directly to the Board of Executive Directors and manages global implementation of the compliance program with the help of around 100 compliance managers worldwide. Based on our worldwide standards, our Group companies have created Codes of Conduct, taking into account local laws and rules.

All employees at BASF receive mandatory compliance training. In 2011, more than 73,000 employees participated in compliance training worldwide. In Greater China, BASF continued to conduct multiple compliance training sessions and workshops in 2011. BASF also held sessions in Greater China as part of the Cognis integration in order to introduce legacy Cognis employees to the BASF Code of Conduct and anti-trust laws.

As part of the monitoring mechanisms, BASF has external compliance hotlines to enable employees to call anonymously to seek advice or report incidents in the company that they consider dubious. Globally in 2011, 264 calls and emails were received worldwide by our 47 external hotlines. This includes the hotline in Greater China. These calls related to topics ranging from the handling of company property to personnel management and information on the

behavior of business partners. We launch an investigation into all cases of suspected misconduct that we become aware of. Confirmed violations are penalized and can lead to dismissal.

#### Community dialogue

As a chemical company, we are aware of the particular responsibility we bear towards our immediate neighbors. Therefore, we conduct dialogues and cooperate with local governments, communities, hospitals, schools, fire brigades and neighboring factories in order to set up emergency response systems and create a platform for information sharing. To this end, we have established over 80 Community Advisory Panels (CAPs) at production sites worldwide to foster a regular dialogue with our neighbors.

CAPs have been in place at BASF's Pudong site since 2000 and in Nanjing since 2002. In Nanjing, our joint venture BASF-YPC Company Limited conducts annual community dialogues with the local government and neighbors about environmental protection and potential areas for cooperation. At the Pudong site, BASF conducts frequent communications with the local government and has implemented many community initiatives to support the local community such as donations to local community and schools and support for underprivileged undergraduates to complete their studies. The site has received a number of government awards in recognition.

In August 2011, BASF has launched Chongqing's first CAP, bringing together citizens, specialists, authorities and non-governmental organizations in order to provide extensive information on the construction and implementation of BASF's MDI project. A total of 16 volunteer members were selected from more than 200 applicants to represent a cross section of the local community.

→ For more on BASF's MDI project, see page 12

### Community open day for neighbors

On May 8, 2011, BASF-YPC Company Limited welcomed families living nearby to its Community Open Day. About 70 children and their parents attended to learn more about the company's operations, its involvement in environmental protection, and its efforts to be a good neighbor in the city of Nanjing.



## Society

### Promoting best practices in the supply chain

**BASF is strongly committed to sustainability. Sustainability management helps the company to enhance its existing business, create new business opportunities and to minimize risks. The company is a founding member of international initiatives such as the United Nations Global Compact and Responsible Care. BASF has taken all its commitments to China as well. For example, the company has been taking the initiative to engage its business partners to actively promote sustainability across the entire value chain.**

#### “1+3” CSR project

In 2006, BASF initiated its “1+3” Corporate Social Responsibility (CSR) project, a program designed to improve sustainability performance along the chemical industry value chain.

Initiated on the platform of the China Business Council for Sustainable Development (CBCSD), “1+3” means that one CBCSD member company, such as BASF, teams up with three types of business partners along the supply chain – customer, supplier and logistics service provider, mostly small and medium-sized companies – with the aim of promoting sustainability by sharing best practices in environment, health and safety (EHS) as well as in other areas.

In the past few years, BASF has successfully cooperated with 18 business partners in two rounds and most of them have made great achievements in their EHS as well as production management, especially in the fields of environmental protection, transportation safety and emergency response. These have been implemented through questionnaires, seminars and site visits by BASF expert teams. Each of the “3” partner companies from the “1+3” project then introduces the same concept to other partners in its own value chain: a snowball effect thus can be created. By the end of 2011, more



In March 2012, the third round of the “1+3” CSR project has been launched in Shanghai.

than 120 local and international companies in China have participated in the project.

In March 2012, BASF started the third round of the project with nine new partners from across the country, including Shanghai and Chongqing. They include our suppliers, logistics service providers and customers, with products ranging from polyesters, pigments and preparations, detergent, electronic and special chemicals, to non-dairy creamer.

The launch event featured two panel discussions to promote open dialogue with key stakeholders – including project partners, government, media, academia and non-government organizations – on how to establish and expand a sustainable, transparent and responsible value chain for the related industries.

The project has gained recognition and support from CBCSD, Global Compact Network China, *China WTO Tribune*, Beijing New Century Academy on Transnational Corporations,

#### Supporting sustainable development in China

“The ‘1+3’ CSR project has been included twice in Global Compact Yearbook as a best practice to promote supply chain sustainability. This June the 2012 UN Conference on Sustainable Development will convene in Rio. Innovative and scalable partnerships such as the ‘1+3’ CSR project are exactly what we are looking for. No doubt, through in-depth engagement and partnerships with stakeholders, multinational companies can go beyond enhancing their own sustainability, and more significantly, they can make a positive contribution to the sustainable development of China and the world. We need more ‘1+3’, and more proactive, inspiring and responsible corporate actions everywhere.”

Liu Meng, China Representative, United Nations Global Compact

*China Chemical Industry News*, and the Guanghua Management School of Peking University.

#### Golden Bee and CSR honor roll

As the initiator and founding partner of the “Golden Bee” concept – to “pollinate” and to nurture more bee-like companies in China by spreading the best sustainability practices and enhancing core competitiveness of the local enterprises – BASF and the *China WTO Tribune*, a magazine under the Ministry of Commerce with a focus on CSR issues, founded the Golden Bee CSR China Honor Roll in 2008. Each year since then, companies with outstanding achievements in CSR have been placed on the “Golden Bee CSR China Honor Roll”. By the end of 2011, it attracted more than 1,200 companies participating and 119 enterprises in China had been finally recognized as Golden Bee companies.

The launch of the China Golden Bee CSR 2020 initiative in June 2011 marked a significant development of the Golden Bee concept, which sets a future vision for enterprises in China. As the first joint CSR action program in China, the initiative engages business sectors to work together to strive for a transformation towards a sustainable and inclusive society.

Under the initiative, 11 companies including BASF have committed themselves to act as role models and lead 10 respective working groups in fields including innovation, low-carbon, supply chain, water resources, community engagement, information, energy efficiency, agriculture, inclusive growth and employee. BASF is committed to leading in the field of “Sustainable Supply Chain”. The company will continue to replicate its “1+3” project to continuously promote the concept of the sustainable supply chain across industries and regions.

#### “Golden Bee” marks new milestone

Johnny Kwan, Chairman of the BASF Greater China Country Board, promotes sustainability in the supply chain at the launching ceremony of the “Future Enterprises: China Golden Bee CSR 2020” initiative in Beijing on June 15, 2011.

#### BASF promotes Responsible Care in China

The China Petroleum and Chemical Industry Federation (CPCIF) has recently joined the International Council of Chemical Associations (ICCA) as an observer member and plans to become an official member. This step marks the integration of China’s chemical industry into the international chemical industry community. CPCIF also intends to join the ICCA’s Responsible Care initiative under which companies voluntarily cooperate in order to improve their EHS performance. At a CPCIF conference in August 2011, BASF was invited to introduce the Responsible Care Global Charter and the initiative of Global Product Strategy. The company also presented its experience and best practices in sustainable development.

#### Enhancing safety through emergency response

In July and November 2011, BASF and China Environment News jointly conducted media seminars in Shanghai and Chongqing on how to enhance comprehensive reporting of news and incidents in the chemical industry, and related environmental topics. Officials from the Ministry of Environmental Protection and local chemical parks, as well as representatives from major environmental and industry media, discussed how professional journalism can accurately inform the public, in particular through rapid dissemination of proper emergency response measures.



## Society

### Educational initiatives

Several BASF initiatives support learning and academic research in China, with a focus on both chemistry and general development.

#### 10-year anniversary of BASF Kids' Lab

For the past 10 years, BASF has engaged kids across China in the magical world of chemistry through its interactive chemistry laboratory, the BASF Kids' Lab. In this program, children conduct safe, hands-on chemical experiments and learn about the world of chemistry in a fun-filled environment. Since 2002, more than 120,000 children between 6 and 12 years from various cities have taken part. In addition, about 1,000 university students have participated as helpers over the years. In July 2011, a reunion of former "little chemists" was held to celebrate a decade of BASF Kids' Lab experiments in Shanghai and Beijing.

BASF Kids' Lab sessions in 2011 focused on water preservation as part of BASF's activities to celebrate the International Year of Chemistry of which BASF was a global sponsor. The program included an experiment called "Water Research". It was linked to a global experiment designed by the International Union of Pure and Applied Chemistry Committee which coordinates chemistry research with education institutions worldwide. During the experiment, children produced a high-density sugar solution, layered it under pure water and observed the behavior of plastic beads in their own home-made solution.

BASF Kids' Lab was held in six cities (Shanghai, Beijing, Chongqing, Hong Kong, Kaohsiung and Taipei) in 2011, attracting several thousand children. In addition to the public sessions, the company also arranged charity sessions for kids from disabled families and for the Taiwan Fund for Children and Families, giving less privileged kids access to the magical world of chemistry.

#### Water-focused BASF Kids' Lab program

Under the motto "Water loves Chemistry", the new experiments at 2011 BASF Kids' Lab demonstrated the importance of chemistry in protecting water resources and ensuring sustainable development, as part of BASF's global effort to support the International Year of Chemistry. Kids are conducting water-related experiments in Taipei.



Students at Muma School are now studying in new classrooms.

#### Support to schools in Sichuan

After the devastating earthquake in Sichuan Province in 2008, BASF supported the reconstruction of two schools in the affected areas. Muma School in Pengshan County of Meishan City and Yongquan Village School in Mingshan County of Ya'an City were rebuilt with the help of funds and insulation materials from BASF.

BASF continues to assist both schools in Sichuan Province. In December 2011, a BASF delegation visited both schools to extend BASF's commitment, and to deliver school supplies for the students. During the visit, the company launched a scholarship program at Muma School, which now accommodates 500 students with a larger campus. In 2011, BASF granted scholarships to 30 children among the most outstanding students to further support and encourage them.

Muma School has been awarded the first prize for its overall performance in two consecutive years by the Pengshan Educational Bureau, and was honored as a "demonstration



school for earthquake resistance and disaster relief" by the city of Meishan in 2011. According to Pengshan's County Magistrate Liang Lei, these achievements are "recognition of BASF's strong sense of social responsibility and its full commitment to China's education".

#### Goodwill Teacher Program

Many children whose parents are disabled face challenges at school and cannot afford additional expenses for extracurricular tutorship. To help them address these challenges, BASF employees have been providing spoken English classes to these students during weekends for the past seven years. The program is implemented under the umbrella of the "Intellectual Assistance to the Disabled" initiative, organized by the Shanghai Association of Persons with Physical Disabilities.

In addition to English lessons and annual scholarships from BASF, students are also invited to attend various corporate events each year, including the Global Family Welcome Event and BASF Kids' Lab. These events give the



BASF employees provide spoken English classes to children of disabled parents during weekends.

#### Goodwill guides youngsters' future

"Students of disabled parents are given substantial assistance and support from the BASF Goodwill Teacher Program. BASF's volunteers not only inspire the students on academic studies, but also made a positive difference to boost their intellectual, emotional and social development."

Huang Ji'ren, Vice Secretary General of Shanghai Association of Persons with Physical Disability and Director of the Shanghai Intellectual Assistance to the Disabled volunteer center; she was honored as one of the top 10 outstanding volunteers by the Shanghai Municipal Government in March 2012.

children even more opportunities to practice their oral English, and enrich their extracurricular activities in order to broaden their views and strengthen their confidence.

The initiative has earned positive feedback from students, parents and the authorities. In 2011, the program was listed among the Top Ten case studies of Corporate Social Responsibility (CSR) in Shanghai. This case study has also been profiled in the book *We are responsible - CSR Best Practices of Foreign-Invested Enterprises in Shanghai*, published in November 2011 by the Shanghai Municipal Commerce Committee and the Shanghai Association of Enterprises with Foreign Investment, as a reference for CSR practice and implementation in the city.

#### Support for higher education in China

For many years, BASF has supported students and scientific research in China. To date, more than 2,000 undergraduates and postgraduates from 15 universities have received a variety of BASF scholarships. Through the BASF Sino-German Research and Development Fund, the company has also supported many research projects and symposiums. Five BASF Asia Pacific scientific symposiums have been held to date. BASF also sponsors regular summer courses in China, as well as at its headquarters in Ludwigshafen, Germany. About 140 undergraduates have attended the BASF Greater China Industry Summer Course since 2006.

BASF also awards prizes for excellence in academics in China. Since 2001, 24 young scientists have been awarded the BASF Youth Innovation Prize, in cooperation with the Chinese Chemical Society.

→ For more on BASF's Sino-German R&D Fund, see page 23

## Recognition



### World's Most Admired Companies 2011

BASF honored as the most admired company in the chemical industry

The U.S. business magazine *Fortune* again ranked BASF as the most admired chemical company in the world. BASF took first place in numerous categories, including product and service quality, global competitiveness and quality of management.



### Dow Jones Sustainability World Index

BASF shares listed in the most important sustainability index for past 11 years

BASF shares were again included in the Dow Jones Sustainability World Index (DJSI World) in 2011. The company received particular recognition for its product stewardship, environmental management systems and climate strategy, as well as its risk and crisis management.



### Carbon Disclosure Project

Carbon Disclosure Leadership Index and Carbon Performance Leadership Index

In 2011, BASF again achieved the top ranking in the Materials & Energy sector in the Carbon Disclosure Leadership Index. BASF was also once again included in the Carbon Performance Leadership Index, which assesses companies' performance in managing climate change.



2011 CCTV 2 - Roland Berger  
"Best Foreign Business in China" Award  
2011 中国中央电视台财经频道-罗兰贝格“最佳境外企业”评选

### Best Company Award in Green Competitiveness

In January 2012, Roland Berger, one of the world's leading strategy consultancies, and China's CCTV Business Channel jointly presented their "Best Foreign Business in China" awards at the World Economic Forum in Davos. BASF received the "Best Company Award in Green Competitiveness" for its outstanding contributions to the sustainability of China's economic growth in 2011.



### Best Corporate Citizenship Award

For the seventh consecutive year, BASF was recognized for "Best Corporate Citizenship" in 2011. It is one of China's most reputable honors in corporate social responsibility, granted by the 21st Century News Group. BASF was cited for its continued commitment in creating value for its stakeholders as well as for its innovative solutions in coping with global challenges such as demographic change, urbanization and climate change. BASF was the only chemical company nominated this year and the only multinational among very few companies that have been listed for seven years or more.



### China's Top 100 Green Companies

On April 22, 2012, BASF was again named "China's Top 100 Green Companies" and achieved the top ranking in the materials sector among all listed multinational companies, making it one of the only 13 companies honored for five consecutive years since the establishment of the ranking in 2008.



### Award for Excellent Corporate Social Responsibility Reporting

In 2011, BASF received the "Excellent Corporate Social Responsibility Report of Multinational Companies in China" award for the third consecutive year. The company's local report, "BASF in Greater China - Report 2010", was granted this award by the *China WTO Tribune*, a magazine under the Ministry of Commerce which focuses on CSR topics. Furthermore, BASF received the Golden Bee Evergreen Award 2011 which recognizes the continued effort of companies to excellent reporting. This is a permanent recognition, regardless of further annual nomination.



### Fortune Global 500 for outstanding contributions to China

BASF was enlisted as top 10 in the overall ranking of "Outstanding Contribution for Fortune Global 500 Enterprises in China" by *Southern Weekend*, one of China's most influential and popular newspapers based in Guangzhou. BASF continues to receive the highest ranking among all business-to-business companies and has been on the list for five years in a row.



### 2011 CBN Green Enterprise Award

In 2011, BASF was one of three companies granted the "Green Enterprise Award" by China Business News, the leading TV business news station in China. This award was the highest honor among a series of categorized recognitions under the "Love of Green - Annual Green Awards". BASF was recognized for its ongoing commitment to combining economic success with environmental protection and social responsibility. The jury also praised BASF's significant efforts in reducing its greenhouse gas emissions. This was the second time BASF had won the "Annual Green Awards".



### China's Top Employers 2012

BASF has been certified as one of "China's Top Employers" for the second time in a row in 2012 by the Corporate Research Foundation Institute, one of the world's leading research organizations in the field of human resources (HR), leadership and strategy. BASF received this recognition for its accomplishments in HR management and corporate culture. The certification states that BASF has met the highest international standards in HR, demonstrating excellent performance in the five competitive areas: primary benefits, secondary benefits and working conditions, training and development, career opportunities and company culture.

#### Responsible reporting for sustainable business

"BASF is one of the earliest Fortune 500 companies to issue a local integrated report combining economic, environmental and social performances in China. It is a demonstration of the company's strong confidence and responsibility to the local operating country. The company's commitment to responsible reporting became a success factor for the healthy economic performance as per the financial data presented therein. Therefore we are much convinced that corporate social responsibility is a long-term growth engine rather than a short term administrative cost, and it can drive to create a shared value for sustainable business."

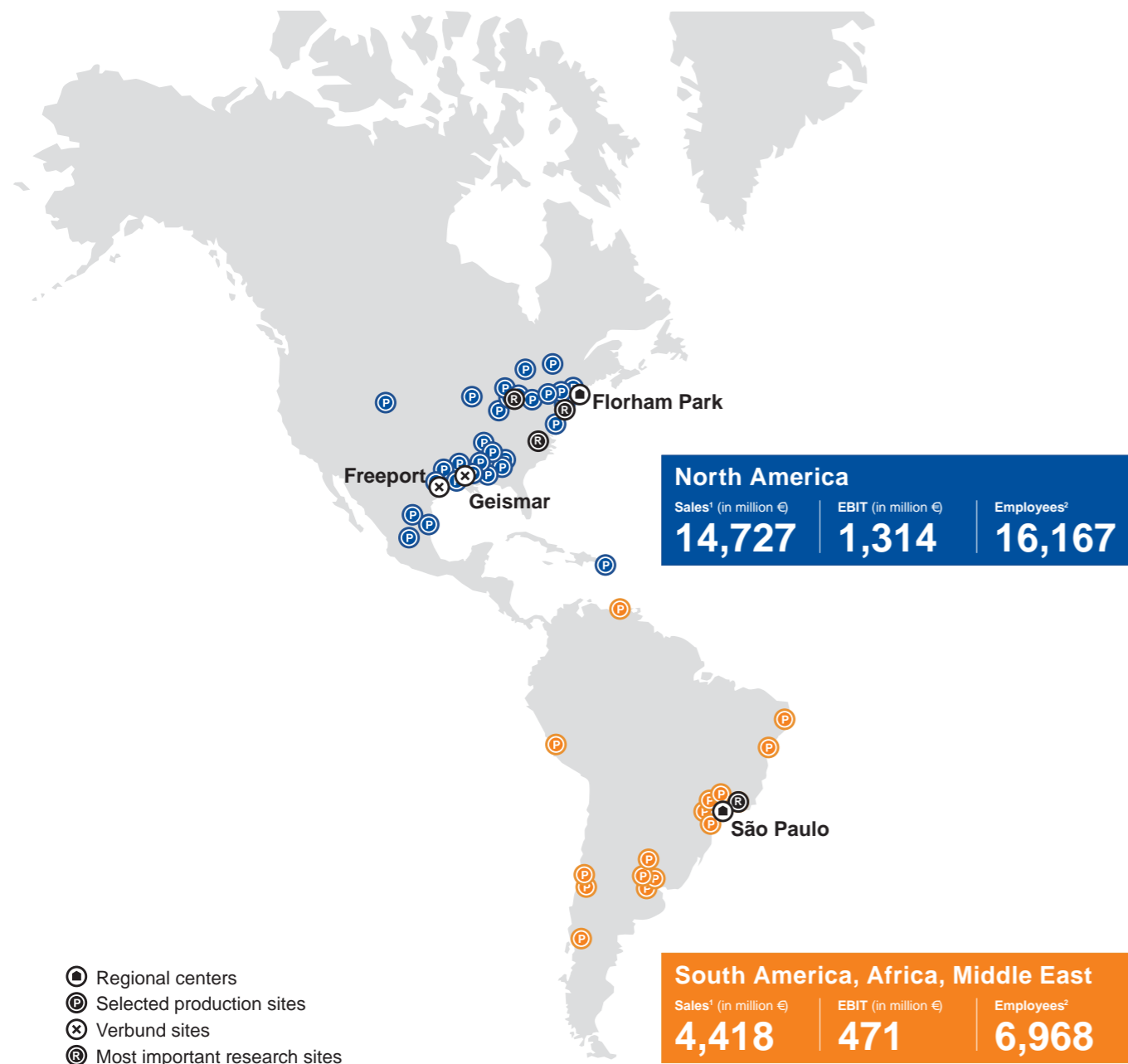
Maggie Cheng, Secretary-General, China Entrepreneur Club

#### Our commitment to the United Nations Global Compact

BASF was a founder of the United Nations Global Compact (UNGC) in 2000, a call to companies around the world to align their strategies and operations with ten universal principles in the areas of human rights, labor, environment and anti-corruption, as well as a founding member of UNGC LEAD initiative in early 2011. In April 2012, Dr. Kurt Bock, Chairman of BASF's Board of Executive Directors, was appointed UNGC Board Member, which makes BASF the only chemical company represented in the UNGC Board. In China, BASF joined the founding board of its China network in November 2011 to strengthen the momentum of the UNGC in China.

### BASF in the regions

Sales 2011: €73,497 million; EBIT 2011: €8,586 million

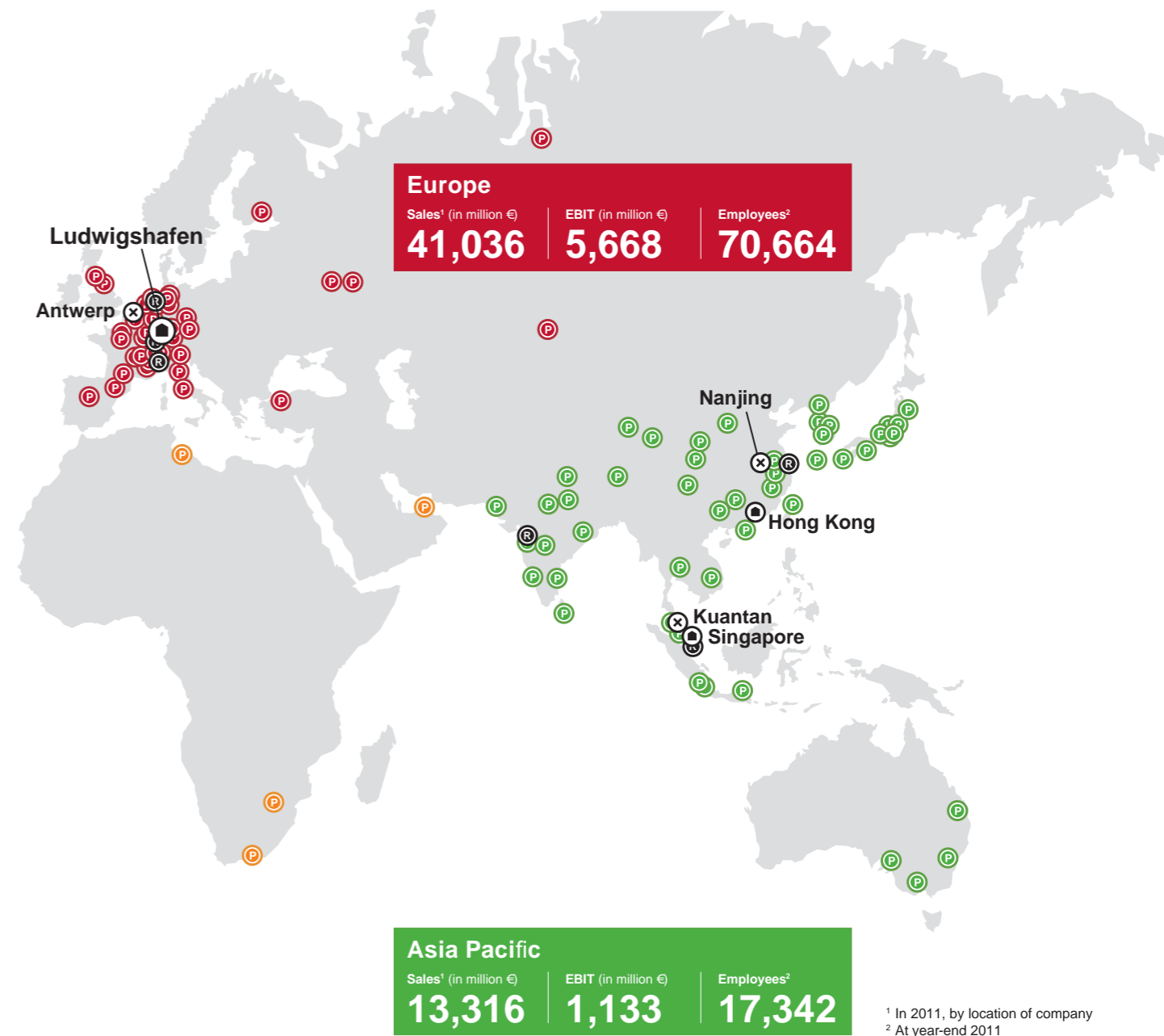


#### North America

Companies headquartered in North America increased sales by 11% to €14,727 million compared with the previous year. In local currency terms, sales rose by 17%. Sales exceeded the previous year's levels in nearly all segments. We posted record income from operations, which rose by €207 million to €1,314 million thanks mainly to higher prices.

#### South America, Africa, Middle East

In a favorable market environment, sales by companies in the region significantly exceeded the level of the previous year, increasing by 15% to €4,418 million. In local currency terms, sales were 19% higher than 2010. Income from operations increased by €294 million to €471 million due to our strong business in South America.



#### Europe

In 2011, companies headquartered in Europe recorded a significant increase in sales compared with the previous year: Sales rose by 17% to reach €41,036 million. Income from operations amounted to €5,668 million, an improvement of 9% compared with the previous year. This was mainly due to good earnings in the chemicals business as well as to gains on the disposal of our styrenics activities.

#### Asia Pacific

In Asia Pacific, we were able to exceed the sales level of the record year 2010. Thanks to the full-year inclusion of the acquired Cognis businesses, the startup of new plants, and higher price levels, sales of companies based in this region rose by 14% to €13,316 million. However, income from operations declined by €138 million to €1,133 million due to increased raw material costs and weakening demand in the second half of the year.

Around 111,000 employees work in the BASF Group, helping our customers from nearly all sectors and almost every country in the world to be more successful. We operate six Verbund sites as well as approximately 370 additional production sites worldwide.

<sup>1</sup> In 2011, by location of company  
<sup>2</sup> At year-end 2011

## Ten-year summary BASF Group

Million €	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Sales and earnings<sup>1</sup></b>										
Sales	32,216	33,361	37,537	42,745	52,610	57,951	62,304	50,693	63,873	73,497
Income from operations before depreciation and amortization (EBITDA)	5,105	5,110	7,685	8,233	9,723	10,225	9,562	7,388	11,131	11,993
Income from operations (EBIT)	2,641	2,658	5,193	5,830	6,750	7,316	6,463	3,677	7,761	8,586
Income before taxes	2,641	2,168	4,347	5,926	6,527	6,935	5,976	3,079	7,373	8,970
Income before minority interests	1,599	976	2,133	3,168	3,466	4,325	3,305	1,655	5,074	6,603
Net income	1,504	910	2,004	3,007	3,215	4,065	2,912	1,410	4,557	6,188
<b>Capital expenditures and depreciation<sup>1</sup></b>										
Additions to property, plant and equipment and intangible assets	3,055	3,415	2,163	2,523	10,039	4,425	3,634	5,972	5,304	3,646
Thereof property, plant and equipment	2,677	2,293	2,022	2,188	4,068	2,564	2,809	4,126	3,294	3,199
Depreciation and amortization of property, plant and equipment and intangible assets	2,464	2,452	2,492	2,403	2,973	2,909	3,099	3,711	3,370	3,407
Thereof property, plant and equipment	2,012	1,951	2,053	2,035	2,482	2,294	2,481	2,614	2,667	2,618
<b>Number of employees</b>										
At year-end	89,389	87,159	81,955	80,945	95,247	95,175	96,924	104,779	109,140	111,141
Annual average	90,899	88,167	85,022	80,992	88,160	94,893	95,885	103,612	104,043	110,403
<b>Personnel expenses<sup>1</sup></b>	<b>5,975</b>	<b>5,891</b>	<b>5,615</b>	<b>5,574</b>	<b>6,210</b>	<b>6,648</b>	<b>6,364</b>	<b>7,107</b>	<b>8,228</b>	<b>8,576</b>
<b>Research and development expenses<sup>1</sup></b>	<b>1,135</b>	<b>1,105</b>	<b>1,173</b>	<b>1,064</b>	<b>1,277</b>	<b>1,380</b>	<b>1,355</b>	<b>1,398</b>	<b>1,492</b>	<b>1,605</b>
<b>Key data<sup>1</sup></b>										
Earnings per share <sup>6,7</sup>	€ 1.30	0.81	1.83	2.87	3.19	4.16	3.13	1.54	4.96	6.74
Cash provided by operating activities <sup>2</sup>	2,313	4,878	4,634	5,250 <sup>3</sup>	5,940	5,807	5,023	5,693	6,460	7,105
EBITDA margin	% 15.8	15.3	20.5	19.3	18.5	17.6	15.3	14.6	17.4	16.3
Return on assets	% 8.4	7.4	13.2	17.7	17.5	16.4	13.5	7.5	14.7	16.1
Return on equity after tax	% 9.3	6.0	12.9	18.6	19.2	22.4	17.0	8.9	24.6	27.5
<b>Appropriation of profits</b>										
Net income of BASF SE <sup>4</sup>	1,045	1,103	1,363	1,273	1,951	2,267	2,982	2,176	3,737	3,506
Transfer to retained earnings <sup>4</sup>	247	334	449	–	–	–	–	–	–	–
Dividend	789	774	904	1,015	1,484	1,831	1,791	1,561	2,021	2,296
Dividend per share <sup>6</sup>	€ 0.70	0.70	0.85	1.00	1.50	1.95	1.95	1.70	2.20	2.50
<b>Number of shares as of December 31<sup>5,6</sup> million</b>	<b>1,140.6</b>	<b>1,113.3</b>	<b>1,080.9</b>	<b>1,028.8</b>	<b>999.4</b>	<b>956.4</b>	<b>918.5</b>	<b>918.5</b>	<b>918.5</b>	<b>918.5</b>

<sup>1</sup> Starting in 2005, the accounting and reporting of the BASF Group have been prepared in accordance with International Financial Reporting Standards (IFRS). The previous year's figures have been restated in accordance with IFRS. The figures for the years up to and including 2003 were prepared according to German GAAP.  
<sup>2</sup> Includes the change in reporting from 2009 onward of the effects of regular extensions of U.S. dollar hedging transactions.  
<sup>3</sup> Before external financing of pension obligations  
<sup>4</sup> Calculated in accordance with German GAAP  
<sup>5</sup> After deduction of repurchased shares earmarked for cancellation  
<sup>6</sup> In the second quarter of 2008, we conducted a two-for-one stock split. The previous years' figures for earnings per share, dividend per share and number of shares have been adjusted accordingly.  
<sup>7</sup> Adjusted for special items and impairment of intangible assets, earnings per share were €6.26 in 2011 and €5.73 in 2010.

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