

# News Release



## **Sustainable Brands Conference in London: BASF presents collaborative projects that drive sustainable solutions**

- **BASF is a major sponsor of the conference**
- **BASF customer collaborations make nutrition more sustainable**

London, England – November 14, 2013 – Leveraging sustainable innovations as a driver of business and brand value is the central theme of the Sustainable Brands Conference. For the second time BASF is a major sponsor of this event that takes place at The Lancaster Hotel in London from November 18 to 19. The conference convenes world's leading thinkers and practitioners of environmental and social innovation and expects more than 500 attendees from 28 countries. Sustainability is an integral part of BASF and core element of the corporate purpose "We create chemistry for a sustainable future."

Saori Dubourg, President of BASF's Nutrition & Health division, will give a keynote speech in a plenary session on "Using Your Value Network to Bring Innovation to Life" on November 19 at 11 am. She will outline BASF's purpose for the area of nutrition. "With a future population of 9 billion people on earth, 4 billion of them coming from developing countries, the nutrition and health industry meets serious challenges: To provide good and affordable food for everyone and to save resources and costs, collaborations along the value chain become more and more important," Dubourg explains. "Creating

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more with less – simply put: efficiency is a crucial lever for more sustainability.”

Customers of the food industry, for example, benefit from close collaborations among BASF's agricultural experts, feed and food ingredient specialists and packaging experts. BASF is also striving to establish open innovation and sustainable development within the value chain for a wide range of customers from different industries. “Chemistry is by tradition about innovation and can be a major growth driver for sustainable development,” states Saori Dubourg, who is also a member of the Corporate Sustainability Board of BASF.

More information about BASF's corporate strategy and engagement in the food industry will be presented at several exhibits: Participants are invited to join an illustrative journey through different examples of applied sustainability in the foodstuffs industry and to examine a “mini laboratory” that allows fortified food producers and authorities to easily check the vitamin A content of foods. Fair trade coffee will also be offered, which is packed in biodegradable and compostable plastic capsules developed by BASF.

Further information on BASF's engagement on applied sustainability in the foodstuffs industry and the Food Fortification Alliances can be found at [www.set.basf.com](http://www.set.basf.com), [www.food-fortification.com](http://www.food-fortification.com) as well general information on BASF's strategic and organizational implementation of sustainability at [www.basf.com/sustainability](http://www.basf.com/sustainability).

#### **About BASF's Nutrition & Health division**

BASF's Nutrition & Health division develops, produces and markets a comprehensive range of products and services for the human and animal nutrition, pharmaceutical as well as flavor and fragrance industries. The division strives to contribute to a better life through improving the nutrition, health and wellbeing of people across the world. Important human nutrition products include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Its feed additives such as vitamins, carotenoids, enzymes and organic acids make Nutrition & Health a worldwide leader for the animal nutrition market. The division provides

the pharmaceutical industry with active ingredients such as caffeine and ibuprofen, as well as excipients and custom synthesis services. Furthermore, it produces aroma ingredients such as citral, geraniol and L-menthol for the flavor and fragrance industry.

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).