



We create chemistry for a Sustainable Future

 **BASF**
The Chemical Company

Boonchai Opas-iam-likit
Chairman and Managing Director
BASF Group in Thailand

BASF at a Glance



**Established since 1865
in Germany**

ก่อตั้งในปี 1865 ในเยอรมนี

€74 Billion turnover in 2013

ยอดขาย : 3.3 ล้านล้านบาทในปี 2013

**The world leading
chemical companies**

ผู้นำด้านเคมีภัณฑ์ของโลก

BASF

The Chemical Company

**Globally more than
112,206 employees**

มีพนักงาน
112,206 คนทั่วโลก

**10,650 Researchers and
1,300 new Patent in 2013**

10% ของพนักงานเป็น R&D
1,300 สิทธิบัตร ในปี 2013

**€1.84 Billion spent in R&D
in 2013**

ลงทุนในการค้นคว้าวิจัย
กว่า 8 หมื่นล้านบาทในปี 2013

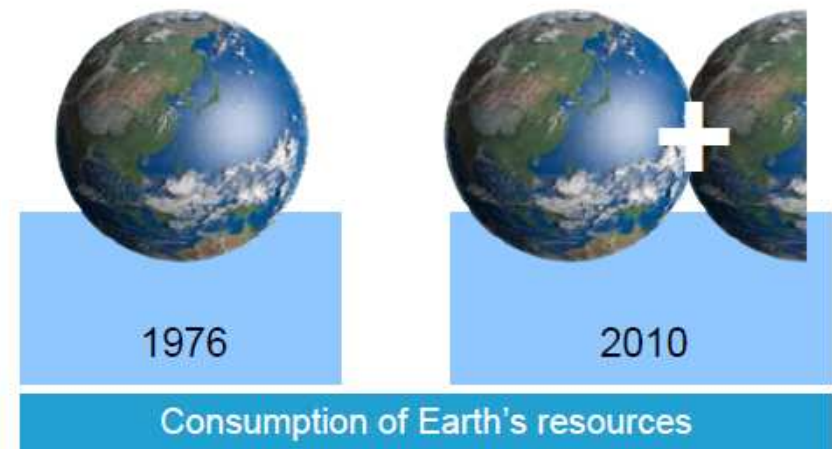
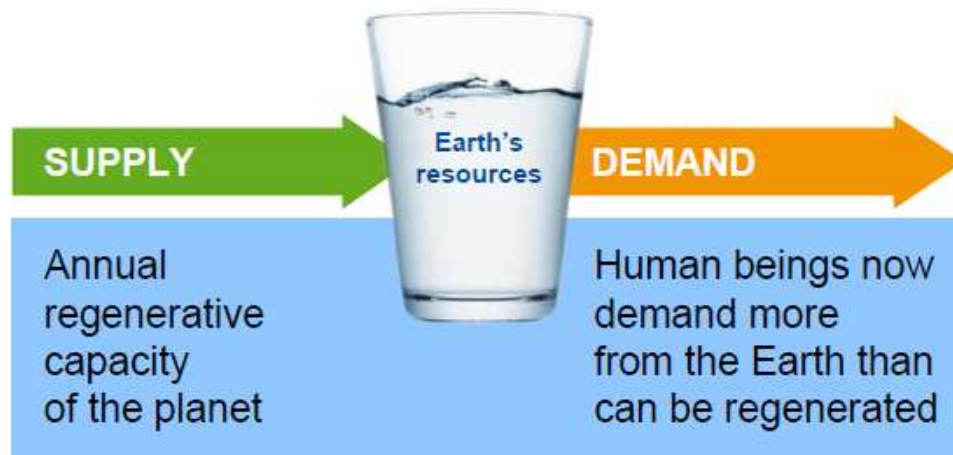
Our purpose

We create chemistry
for a sustainable future



Embrace Sustainability for the Right Reason: Efficient Use of Resources

Nine billion people in 2050 **but** only one earth





The Chemical Company

Demographic challenges set the stage for the future of the chemical industry

Nine billion people in 2050 **but** only one earth



Resources, Environment & Climate



Food & Nutrition



Quality of life

Chemistry as enabler

BASF's segments



Chemicals

Intermediates

Monomers

Petrochemicals



Performance Products

Dispersions & Pigments

Care Chemicals

Nutrition & Health

Paper Chemicals

Performance Chemicals



Functional Materials & Solutions

Catalysts

Construction Chemicals

Coatings

Performance Materials



Agricultural Solutions

Crop Protection



Oil & Gas

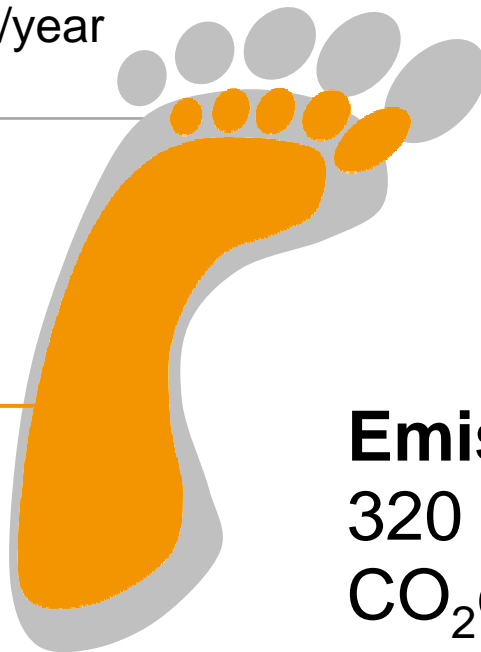
Oil & Gas

We help our customers to reduce their “carbon footprint”

CO₂e* emissions at customers
million metric tons of CO₂e/year

Without the use of
BASF products:
1772

With use of
BASF products:
1452



Emissions avoided:
320 million metric tons
CO₂e/year

Goal: Continuously increase the contribution towards emission avoidance made by BASF products.

* Carbon dioxide equivalent