



Sustainable Profitable  
Performance

**Innovation for the  
Success of Our  
Customers**

Safety, Health,  
Environmental  
Responsibility

Personal and  
Professional Competence

Mutual Respect and  
Open Dialogue

Integrity

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**Code of Conduct**

The BASF Brand

Employees

BASF Worldwide

Verbund

Procurement

History

Publications

International Year of  
Chemistry

BASF in Social Media

## Innovation for the Success of Our Customers

### Value

Our business processes are oriented towards adding long-term value and competitiveness. In partnership with our customers, we help them be more successful. To accomplish this, we jointly discover business opportunities and develop products, procedures and services that are on a high scientific and technical level.

### Principles

We seek advantages arising from changes in markets, science and society and use these as an opportunity for value-enhancing growth.

We use our leading position to help shape scientific and technological progress, we identify new business opportunities and utilize synergistic effects arising from integrated research.

We develop and optimize our products and services, together with our customers, so that we can add value for both our customers and our Company.

We measure customer satisfaction on a regular basis. The feedback that we receive from our customers and partners is used to improve our business processes.







### Downl

Vision

Princip



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