





- Identification and development of new business segments for BASF group
 - Outside the existing global and regional business units
 - Based on chemistry and/or related technologies
 - Markets with above-average growth rates
- Building a sustainable competitive position in these segments
 - · Selecting the appropriate business model
 - Developing proprietary technology and system solutions
 - Establishing partnerships
- Investing in new technology-based companies and funds
- Return on investment adequate to the high risk
- Window on technology

Keßenich, BASF Future Business GmbH















































