



March, 2020  
São Paulo



Visit our website

 **BASF**  
We create chemistry

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# More than an innovation center...



...this is BASF's scientific and digital experience center.

Designed to quickly respond to market demands connecting to an innovation ecosystem powered with technology, know how, data, connectivity, digitalization, design, co-creation and more.

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## Integration of our main pillars

**SOCIAL**

PARTNER CONNECTION  
CULTURE INNOVATION TRANSFORMATION  
**SUSTAINABILITY** VALUE  
ORGANIZATION **BUSINESS**  
PEOPLE TECHNOLOGY COLLABORATION



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***With a physical ecosystem and a digital content platform we leverage the strengths of BASF in South America***

Scientific and  
Digital Center  
onono<sup>pro</sup>

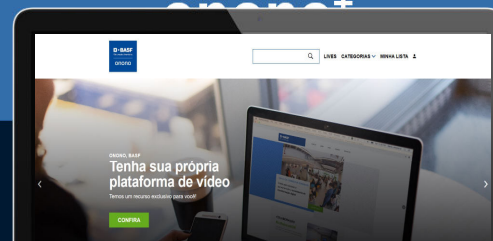


Scientific and  
Digital Center



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Platform  
onono<sup>+</sup>



onono<sup>+</sup>

Platform  
onono<sup>+</sup>



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## BASF SA with major proximity to customers & ecosystem in 2019

+500 experiences

+7k interactions (70% external)

+9k remote interactions (streamed)

+70 startups

120 clients (from all ODs)

10 universities

Business & Functional Unities

NGOs and Institutes

D&I groups



### BASF Products launch (+live)

*SOLUPRAT™, LONATE™, AgMusa™, Muneo BioKit™, Plateau/Contain™*

### Client Products launch

*AVON, AudaxCo, YVY, Dr. Oetker*

### New business models

*SAFARI Coatings Distributor, Viapol*

### Business prospects

*UNILEVER, VIGOR, 3M, EMBRAPA, VW, Mercedes-Benz*

# shop@BASF and the Black Friday Campaign have supported learnings on Analytics and Data Protection



- E-mail marketing are an effective way to connect with customers
- Relevant insights can be gathered by analyzing web analytics
- When promoting products, prices must be shown in BRL
- Data gathering must be compliant with the new LGPD



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## Further initiatives to drive customer proximity in South America

### Home Care Team

- Product Launch: SOLUPRAT™, LONATE™
- Business Prospects: YVY

### Coatings (SUVINIL)

- SAFARI Coatings Distributor
- Avatar Experience: VR
- Suvinil Fora da Lata

### Agro Business

- Product Launch: AgMusa™, MuneoBioKit™
- Business Prospects: EMBRAPA

### Plus

- Clients Product Launch: AVON, Dr. Oetker
- Business Prospects: Unilever, Vigor, Faber-Castell

Many other initiatives worth mentioning...



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## Innovation Awards



**TOP 50 Open Corps**  
*Festival WHOW!*



**Premio Nacional de Inovação - CNI**

## Digital Maturity Awards



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**In 2020, we will interact with our customers more directly & rapidly  
being omnichannel.**

Workshop  
Design  
Thinking

Content  
Platform

Events

University  
Programs

Lab  
Academy

Open  
Talks

Startups  
Center

Shop@BASF

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## BASF SA with major proximity to customers & ecosystem in 2019



### Experiences

2  
0  
1  
9

Personal Care

85



Digital Team

72



HR

44



Agro Business

41



Coatings

27



+ 500 experiences

Workshops, Product Launch, Customer Events, Open Talks, Innovation Day, Webinars