



# World Agricultural Forum Panel 3: Technologies to Promote Sustainable Farming and Food Security

July 6-7, 2017  
Singapore

 **BASF**  
We create chemistry

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# Global megatrends



**Growing and ageing world population**



**Urbanization**



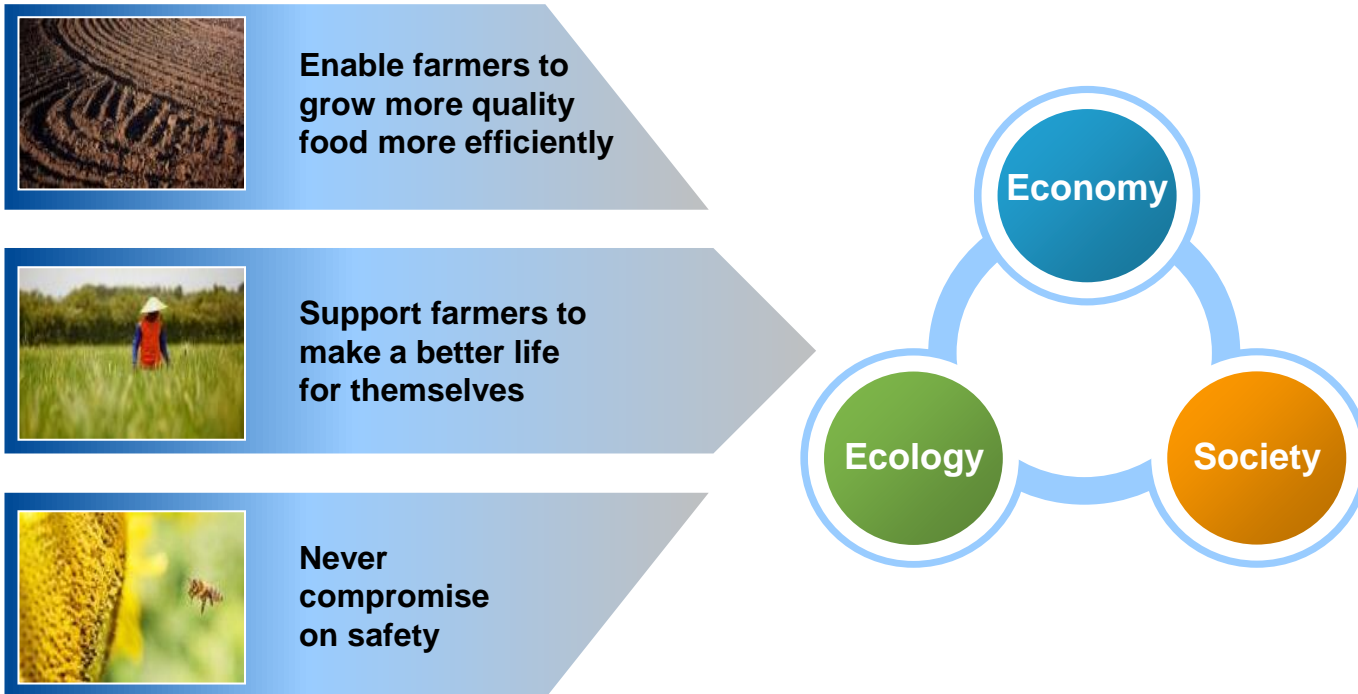
**Energy demand & climate protection**



**Globalization & developing markets**

**BASF is dealing with these challenges delivering innovative solutions**

# Modern sustainable agriculture ...



.... requires continuous innovations



# Innovative solutions

## - Examples

- **Seltima<sup>®</sup>** – A new fungicide in rice
  - Highest biological efficacy and safe for the environment
- **Limus<sup>®</sup>** – A modern fertilizer additive
  - Best urea protection for optimal plant nutrition
- **Maglis<sup>®</sup>** – A new AgIT program
  - Precision Farming
- **Professional Farmer Kit**
  - Personal Protective Equipment for applicator safety (e.g. Smallholders)



# Beyond our commitment we need ...

- open dialogue on benefits vs. risks – no dogmas
- effective and efficient science-based regulatory system
- open market – free trade
- robust legal and IP system
- new business models along the whole value chain and ...

**... an intensified Stakeholder dialogue**

**Our strong belief ...**

**BASF**  
We create chemistry



**Farming is the biggest job on earth!**





We create chemistry