

Presse-Information



Job rotation in BASF's communications team

- **Anke Schmidt responsible for corporate communications BASF Group in Ludwigshafen**
- **Christian Schubert assumes responsibility for corporate communications Asia Pacific in Hong Kong**

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Ludwigshafen, Germany – May 26, 2008 – BASF is rotating two positions in its communications team: Anke Schmidt (38) will assume responsibility for corporate communications BASF Group effective October 1, 2008. At the same time, Christian Schubert (44), who currently holds this position, will become head of corporate communications Asia Pacific, based in Hong Kong. This function is currently held by Anke Schmidt.

Anke Schmidt studied romance studies, business administration and politics in Hamburg und Nantes. She started her training in communications at BASF in Ludwigshafen in 1996 and then held a number of positions within corporate communications at BASF before becoming senior manager for corporate communications Asia Pacific in Singapore in 2008. Schmidt has been head of corporate communications Asia Pacific in Hong Kong since 2004.

Christian Schubert studied as an industrial engineer and took a Master of Science in management in Berlin and Hoboken, New Jersey, before training as an attaché and assuming duties in the Economic Directorate-General of the German Foreign Office in Bonn. In 1996, Schubert joined the strategic planning department of

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DaimlerChrysler Services AG in Berlin, where he headed the press department from 1997 onward. Schubert started working for BASF as head of corporate communications BASF Group in 2001.

Photographs can be obtained by calling +49 621 60 20710.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from oil and gas to chemicals, plastics, performance products, agricultural products and fine chemicals. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has more than 95,000 employees and posted sales of almost €58 billion in 2007. Further information on BASF is available on the Internet at www.basf.com.