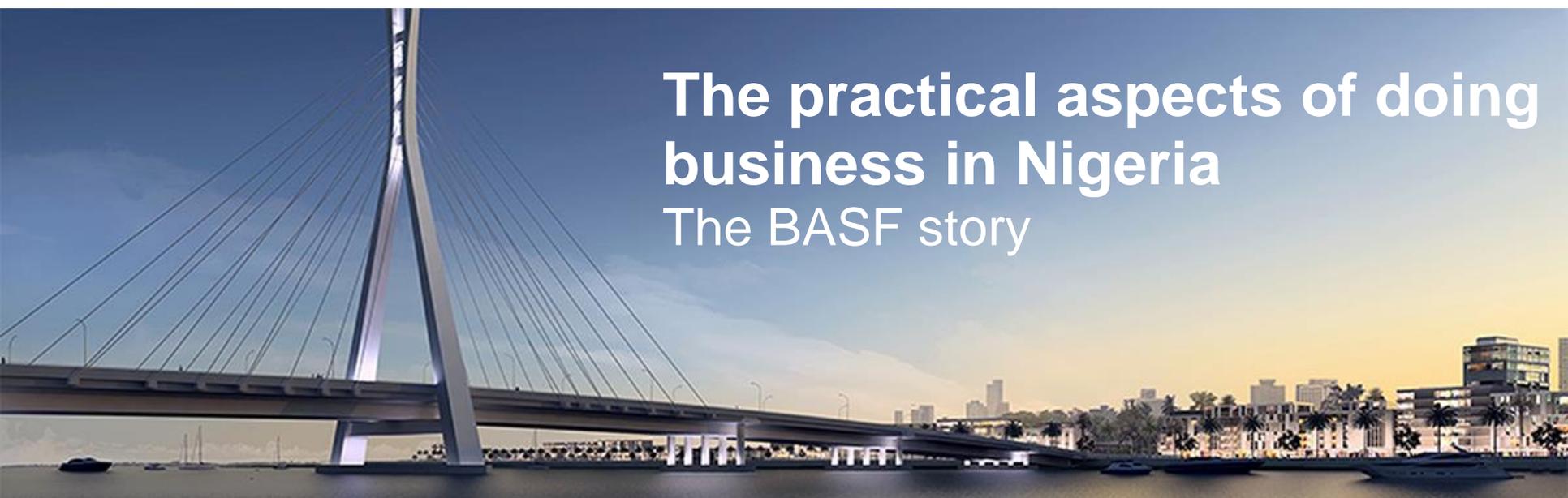




We create chemistry

A wide-angle photograph of a modern cable-stayed bridge at dusk. The bridge's central pylon is illuminated, and its cables fan out to support the deck. In the background, a city skyline is visible under a twilight sky, with palm trees and buildings. The water in the foreground is dark, with a few small boats.

The practical aspects of doing business in Nigeria

The BASF story

It is all about long term commitment to creating value

We had to try twice before finding the right model!



BASF (NIGERIA) LTD

Plot C Block 1, Industrial Avenue, Ilupeju, PO Box 2699, Lagos

Tel: 961034, 962259

Cable: Badinig

Telex: 26154 **Bast Ng**

Chairman: Alhaji M G Lawan

Directors: C Erasmi,

B Kitzelmann (Managing),

A O Ogunde,

Dr O O Ojehomon

Senior Executives: W G Kron (Manager Plastics Department),

M O E Tiemo (Financial Controller)

PRINCIPAL ACTIVITIES: Suppliers of chemicals, fertilizers, pesticides, plastics, dyestuffs, magnetic media

Principal Agencies: **Bast** Aktiengesellschaft, W Germany and group companies

Branch Offices: 11 Lagos St, Kano

Principal Bankers: Union Bank of **Nigeria** Ltd; Icon Ltd;

International Bank for West Africa Ltd

Financial Information:

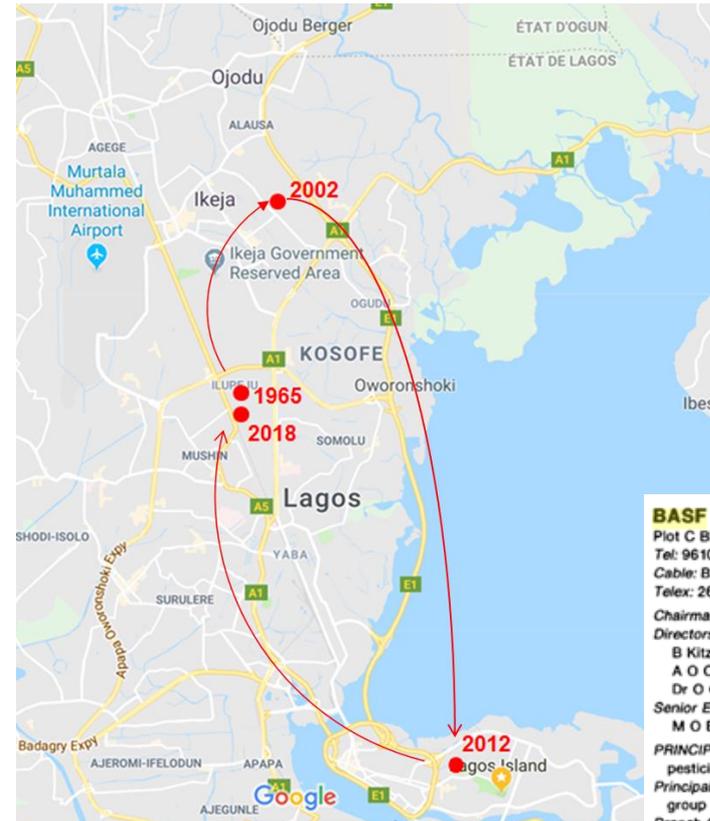
Authorised capital **₦** 100

Principal Shareholders: **Bast** Aktiengesellschaft; Alhaji M G Lawan; A O Ogunde and other Nigerians

Date of Establishment: December 1965

internal

BASF
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Change is a mindset.....not an inconvenience

- Unpredictability is the new normal
- Nigeria is a unique ecosystem



- ▶ Gradual evolution towards a very high level of agility and resilience

This is not about where the business is, but about enabling it

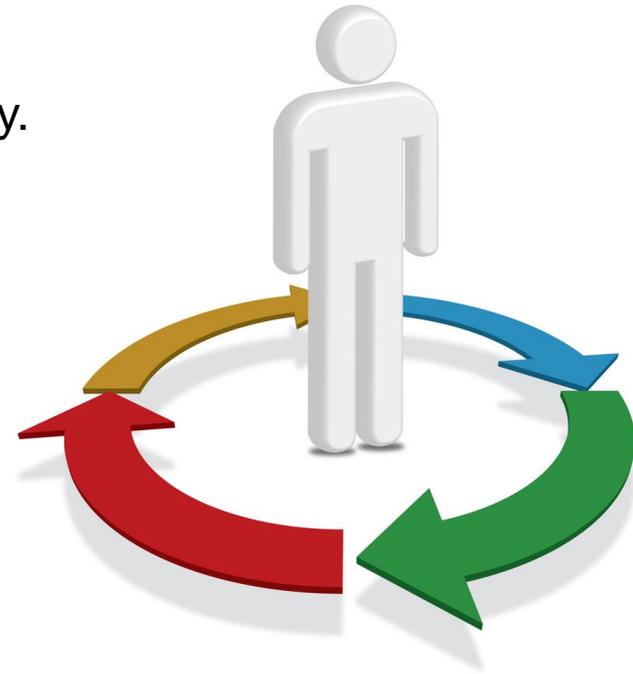
- Flexibilize your supply chains
- Expect the unexpected and plan for it!
- Build agility & resilience
- Be bold in business modeling
- Look at what is creating the tension at interfaces
- Think global but act local, empower teams as close as possible to customers



It is all about going deeper not wider

Focus on why rather than what

- Drive customer centricity
- Measure your success in terms of total value to society.
- Choose your battles!
- Go digital to extend reach and enhance customer experience



People, Mindsets & Purpose

- Win the talent war, drive D&I.
- Embrace change as continuous improvement
- Focus on innovation
- Sustainability is not only core to the business. It is a business!



Focus on long term & build your (brand) equity

**55 years in Nigeria,
and counting.**

As our heritage
grows, so does
our ongoing
commitment.



□ • BASF
We create chemistry

BASF West Africa supports the work of ingenious talents and commissioned home-grown models and local photographers to create this advert.

...Constantly question your relevance and your contribution to value creation

...Be proud of your achievements and make them known

...Do not let anyone challenge your commitment

□ • BASF
We create chemistry



We create chemistry