

# Press Release



## Rea named Senior Vice President of BASF's Crop Protection business in North America

RESEARCH TRIANGLE PARK, N.C., January 12, 2015 – BASF announces that Paul Rea has been appointed Senior Vice President, Crop Protection, North America.

Rea joined BASF Australia in 2001, moving to the U.S. in 2004. Rea has held a number of positions with BASF in the U.S., including Director of the professional and specialty solutions division, and Vice President, U.S. Crop Operations. Most recently, Rea was Senior Vice President, Crop Protection, Asia-Pacific.

Born and raised in New Zealand, Rea received a post-graduate business degree from the University of Sydney in Australia.

For press photo, please click on the following link:  
[https://www.basf.com/press-photos/us/en/photos/2015/01/01-12-15\\_PaulRea.jpg](https://www.basf.com/press-photos/us/en/photos/2015/01/01-12-15_PaulRea.jpg)

**Suggested caption:** Paul Rea, Senior Vice President, Crop Protection, North America.

### About BASF's Crop Protection division

With sales of more than €5.2 billion in 2013, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or through our social media channels.

### About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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