

# Bayer's world of innovation looks to a better future

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Pharmaceutical and chemical giant Bayer is committed to intensifying its research in China to make "the world's factory" a hub for innovation.

Johannes M. Dietsch, president of Bayer Greater China Group, said the German company is investing heavily in R&D to provide innovative goods that can meet China's needs.

"With innovative products that are designed to address core needs in China, for example urbanization, or the aging population, or sustainable farming, we believe that we have a really strong product portfolio in place that can capture the opportunities in China", he said at the Shanghai Science and Technology Museum on Wednesday, as he opened the local leg of a major exhibition to mark the 150th anniversary of Bayer.

Noting China is Bayer's largest Asia-Pacific and third-largest global market, Dietsch said: "We want to intensify our research in China to move from 'made in China' to 'created in China!'"

Running onto Friday, the exhibition, themed, "Bayer: Science For A Better Life", is part of a world Anniversary Tour taking the interactive show to some 30 venues in Europe, America, Asia, Africa and Australia.

The exhibition gives visitors a chance to see and experience for themselves how Bayer improves the quality of life for people worldwide, focusing on healthcare, agriculture and high-performance materials.

"We want to demonstrate success stories about innovation and science, and we want to let you know about our new technologies and our products, and our history as well," Dietsch told reporters.

At most museums, the visitors are warned, "don't touch", but at the Bayer exhibition that rule does not apply. On the contrary, the exhibits - microscopes, thermal imaging cameras, digital games and many more - are designed for visitor participation, to be touched and used.

The concept of the exhibition combines entertaining elements with educational ones to encourage visitors to interact with the displays.

"Many people are only indirectly familiar with the services and products provided by Bayer. The exhibits on show are taken from real-life, tangible examples and intended to make clear how Bayer, through research and innovative products, helps improve the lives of millions of people around the world," said Dietsch.

"The exhibition also shows how our employees put our corporate mission - Bayer: Science For A Better Life - into practice," he added.

The exhibits comprises 22 boxes, approximately 2-meters high, with a capital letter, each of which refers to a Bayer topic - from A for aspirin via E for energy-efficient mobility through to R for rice.

Each box contains images and informational text on the scientific background and social aspects of the Bayer topic in question, and there are numerous interactive elements for visitors to try out and experience for themselves.

Set up together, the boxes spell out Bayer's mission: Science For A Better Life.

The exhibition had its premiere in Leverkusen, Germany in February. In early March, the Bayer Event Team packed the exhibits into containers and sent them on a world tour.

As well as Shanghai, many major international cities such as London, So Paulo and Sydney were also on the itinerary.

"Anybody wishing to gain a fascinating and informative insight into how research and science enrich our daily lives is more than welcome to visit our Anniversary Tour." Dietsch said. "We look forward to seeing many visitors."

In addition to innovation, constant changes in its product portfolio, to adapt to the changing world and internationalization, is another element that has made Bayer so successful over the past 150 years, he said.

"We do this in line with our mission statement: Science for a better life. Our products are designed to improve people's life," Dietsch said, noting Bayer takes a long-term view on "creating products".

"All our processes are also designed in a sustainable way. And we want to make this commitment to the future, based on innovation and sustainable development in our processes and products," he added.

Aside from this exhibition, the Bayer group has celebrated its 150th anniversary in China with a series of events, mainly focusing on its more than 13,000 employees in this market, filling the entire year with joy.

These events include My Bayer Story, Anniversary Lunch, 150 Role Models, and the Bayer Anniversary Song.

The 150 Years of Bayer Roadshow, which celebrated Bayer's past, present and future also made stops at eight Bayer offices and sites, and received more than 7,000 visitors in Shanghai, Guangzhou, Beijing and Chengdu.

### ***Bayer in China***

Bayer's presence in China dates back to more than 130 years when the company began supplying dyes in 1882. It founded a trading company in Shanghai in 1913.

In 1989, Bayer became the first Western company to set up an agrochemical joint venture after the country began its opening-up in the late 1970s.

It now has 24 legal entities, 12 production sites and 13,000 employees in the country.

*SOURCE China Daily*