Logo

Description automatically generated

**FOR IMMEDIATE RELEASE**

**February 27, 2024**

**Contact**: Hunter Martin [pr@npe.org](mailto:pr@npe.org)

Camille Gallo [cgallo@plasticsindustry.org](mailto:cgallo@plasticsindustry.org)

**Keynote Speaker Michael Heinz Announced for NPE2024**

*NPE: The Plastics Show, Produced by The Plastics Industry Association, To Host Two Keynote Speakers at NPE2024 in Orlando, Fla.*



**WASHINGTON, D.C. –** The Plastics Industry Association (PLASTICS) announced the participation of Michael Heinz, Chairman and CEO of BASF Corporation, as one of two keynote speakers for NPE2024. Heinz will address topics including challenges facing the industry, the importance of collaboration along the value chain, and the future of sustainability during his keynote session, “*Our Plastics Journey: The Road to a Sustainable Future*.”

“We are thrilled to have Michael give NPE’s keynote address,” said PLASTICS President and CEO Matt Seaholm. “Michael is an important voice and can speak to the critical issues facing our industry. I have no doubt he will inspire attendees to make our industry stronger and more sustainable for present and future generations.”

Michael Heinz is one of two keynote speakers at NPE2024. His participation is scheduled for **Wednesday, May 8, at 8 a.m. in the Chapin Theater at the Orange County Convention Center.**  NPE2024 takes place from May 6 – 10 2024, and will feature [more than 100 educational sessions](https://npe2024.mapyourshow.com/8_0/explore/session-gallery.cfm?), and more than [100 speakers](https://npe2024.mapyourshow.com/8_0/explore/session-speakers.cfm#/), both on and off the show floor, representing the global plastics industry.

“I am honored to be part of the largest plastics industry trade show in the Americas. As an industry, driving innovation toward a more sustainable future is our imperative. I am excited to share my thoughts on what is needed to make this journey a successful one and exchange with many of you at NPE,” stated Michael Heinz.

Michael Heinz assumed the role of Chairman and CEO of BASF Corporation in 2021, leading all activities of the North American affiliate of Germany-based BASF SE, one of the leading chemical companies worldwide. BASF is a leading provider of raw materials, additives, and polymers crucial for the production and enhancement of various plastic products. With its extensive portfolio and commitment to innovation, BASF plays a pivotal role in driving forward advancements in plastics technology and sustainability within the industry.

Heinz has been a member of the BASF SE Board of Executive Directors since 2011. In this role, he is responsible for the divisions Agricultural Solutions, Nutrition & Health, Care Chemicals, Region North America and Region South America. Heinz has been with BASF for four decades and has spent more than ten years in various leadership positions in the United States. Earlier in his career, he oversaw BASF’s activities in Ecuador and Mexico. Born in Mannheim, Germany, Heinz studied Business Administration at the College of Applied Sciences in Ludwigshafen, Germany and graduated there in 1987. He received his Master of Business Administration degree from Duke University, NC in 2000.

For more information about NPE2024 and to register, visit [npe.org](http://npe.org/).

About BASF:

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,000 employees in North America and had sales of $20.5 billion in 2023. For more information about BASF’s North American operations, visit [www.basf.com/us](https://www.basf.com/us/en.html).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at [www.basf.com](https://www.basf.com/global/en.html).

About PLASTICS:

The Plastics Industry Association [(PLASTICS)](https://www.plasticsindustry.org/) is the only organization that supports the entire plastics supply chain, including Equipment Suppliers, Material Suppliers, Processors, and Recyclers, representing over one million workers in our $548 billion U.S. industry. PLASTICS advances the priorities of our members who are dedicated to investing in technologies that improve capabilities and advances in recycling and sustainability and providing essential products that allow for the protection and safety of our lives. Since 1937, PLASTICS has been working to make its members, and the seventh largest U.S. manufacturing industry, more globally competitive while supporting circularity through educational initiatives, industry-leading insights and events, convening opportunities and policy advocacy, including the largest plastics trade show in the Americas, [NPE2024: The Plastics Show](http://npe.org/).

###