

BASF in South Africa welcomes Wojciech Kulma as new Managing Director

JOHANNESBURG, SOUTH AFRICA,
October 2, 2025 /EINPresswire.com/ -- -
Assumes role on October 1, 2025
- Brings over 25 years of global BASF
leadership across sales, strategy, and
transformation in Europe, the Middle
East, and Africa
- Committed to driving customer-
centric innovation, sustainable growth,
and meaningful community impact in
South Africa

BASF in South Africa is pleased to
announce the appointment of Wojciech
Kulma as its new Managing Director,
effective October 1, 2025. This

strategic leadership transition supports BASF's Winning Ways strategy, focused on value creation, customer proximity, and performance-driven transformation across Southern Africa.



Wojciech Kulma, Managing Director for BASF South Africa

Mr. Kulma brings over 25 years of international experience within BASF, having held senior roles in sales, business management, and finance across Central and Eastern Europe, the Middle East, and North Africa. His leadership has been instrumental in driving regional expansion, post-merger integrations, and strategic investment projects.

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I am honoured to lead BASF in South Africa as we continue advancing our global Winning Ways strategy.”

Wojciech Kulma, Managing Director for BASF South Africa

He holds a master's degree in marketing and finance from the Warsaw School of Economics, complemented by executive training in strategic management, negotiations, and controlling. Mr. Kulma brings a global perspective and

a collaborative leadership style.

BASF in South Africa aims to be the leading chemical partner in Southern Africa, delivering innovative and sustainable solutions that are tailored to customer needs and aligned with local

market priorities. This vision supports BASF's ambition "to be the preferred chemical company to enable our customers' green transformation," while ensuring relevance and impact in the South African context.

Wojciech Kulma, Managing Director for BASF South Africa, shared his perspective: "I am honoured to lead BASF in South Africa as we continue advancing our global Winning Ways strategy. Our focus will be on deepening customer relationships, co-developing solutions that meet local needs, and creating lasting value for our communities and stakeholders. Sustainability remains a key driver, but always in balance with what matters most to our customers."

About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. 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, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of €65.3 billion in 2024. 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.

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