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## Lt. Governor Guadagno: BASF's New North American Headquarters Shows New Jersey Comeback Continues

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Tags: [Budget and Spending](#)

**Trenton, NJ** – Calling it yet another signal that the business community has growing confidence in New Jersey's economic future and that the New Jersey Comeback is continuing, Lt. Governor Kim Guadagno today marked the official opening of BASF Corporation's new North American headquarters building in Florham Park. Roughly 1,400 employees are in the 325,000 square-foot building.

"This is a substantial investment by BASF and a deep and strong commitment to New Jersey," said Lt. Governor Guadagno. "BASF chose to remain in New Jersey because of our resources, talent, diversity and vastly improved business climate and attitude. In Florham Park and facilities around New Jersey, BASF employs people in meaningful jobs to develop more energy efficient cars, improve health care, and find new ways to feed a growing world."

BASF, the world's leading chemical company, has a significant presence in New Jersey, where it employs more than 2,000 workers. The global headquarters for its catalyst business is located in Iselin, which is also home to the division's research and development activities and battery materials business. Iselin is the nerve center for BASF's efforts to develop products that clean the air. In addition to catalytic converters installed on automobiles, the catalyst division helps clean air from stationary sources of emissions, too, like power-generating plants.

Before its catalytic converters are installed on automobiles, they are first tested on engines at the company's engine testing laboratory in Union.

In Somerset, BASF manufactures membrane electrode assemblies, often called "the heart of the fuel cell", for fuel cell generators. Fuel cells provide quiet, clean and efficient energy for portable energy needs, homes and businesses.

BASF Corporation has been headquartered in Florham Park since 2004 and is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,000 employees in North America and more than 111,000 globally.

During the Christie Administration's first two years, New Jersey added more than 60,600 new private sector jobs and attracted scores of companies. In fact, 2011 was the best private sector job growth year in New Jersey since 2000, according to Rutgers University economist Joseph Seneca.

Led by Lt. Governor Guadagno, the New Jersey Partnership for Action (PFA) supports the vital role business plays in advancing the state's economy and creating jobs. The PFA is a three-pronged public-private approach to economic development and the starting point for all initiatives, policies, and efforts to grow New Jersey's economy and create quality, sustainable jobs in our communities. The three elements of the PFA include the Business Action Center, which

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reports directly to the Lt. Governor and provides the business community with a single point of contact, applying a proactive, customer-service approach to businesses' interactions with State government; the New Jersey Economic Development Authority, serving as the state's "bank for business"; and Choose New Jersey, an independently funded and operated 501(c)(3) not-for-profit corporation created to encourage and nurture economic growth throughout New Jersey.

*Business Facilities* magazine recently presented its "Achievement in Reorganization of Economic Development" award to the PFA for its efforts to reverse the state's previously anti-business image.

Businesses considering a move or in need of assistance are encouraged to call New Jersey's Business Action Center at (866) 534-7789 or visit the State's Business Portal at [www.newjerseybusiness.gov](http://www.newjerseybusiness.gov).

[Click here](#) for an audio clip of Lt. Governor Kim Guadagno. Transcript of the audio clip is below.

**Lt. Governor Kim Guadagno:** This investment by BASF shows a strong and deep commitment to New Jersey. The company chose to remain here because of our resources, our talent, diversity and vastly improved business climate and, of course, our attitude. Thanks to the changes we've made over the last two years, New Jersey has added over 60,000 private sector jobs. Companies like BASF are moving to, and growing in, New Jersey again; all clear signs that the New Jersey Comeback has begun.

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