

Shoppers drawn to science

Company's five-day exhibition at mall offers insight into latest innovations



THE award-winning "Bayer: Science for a Better Life" exhibition was in Malaysia recently as part of Bayer's 150th anniversary celebration.

Held in 1Utama Shopping Centre, the five-day science exhibition attracted a strong turnout from visitors from all walks of life.

The exhibition floor bustled with fun and educational daily programmes to engage visitors from different age groups on the company's latest innovations.

On the first day of the exhibition, around 100 Universiti Putra Malaysia students took to the stage to present their scientific ideas.

Prizes were awarded to the one with the most innovative idea.

The third day of the event was "Health Awareness Day" it featured a range of health talks by medical doctors and consultants.

There were also free eye checks, blood glucose tests and diabetes care consultations, as well as an initiative to collect 1.7 million signatures for Atrial Fibrillation-related stroke prevention.

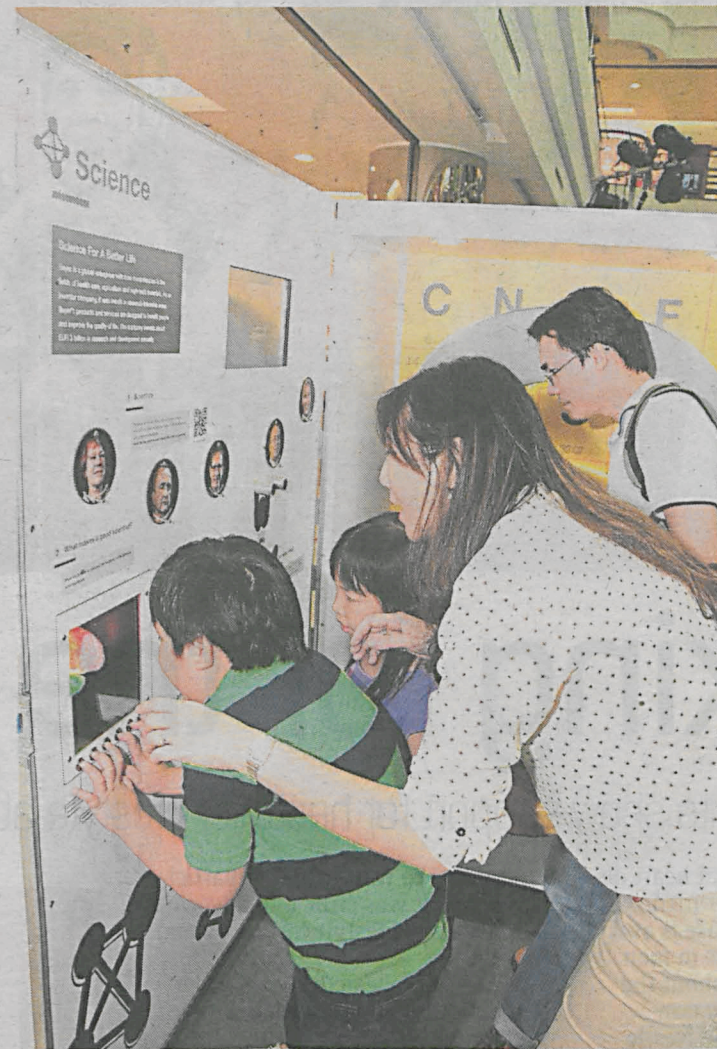
A science festival was held on subsequent days that involved hands-on science experiments and science shows, as well as children's activities such as "Me and My Furry Friends" colouring contests, with clowns and stilt walkers entertaining the children.



"We are very pleased with the visitor turnout at the exhibition and we hope that all who came were able to gain an insight into how research and science is enriching our daily lives," said Bayer Co. (Malaysia) Sdn Bhd managing director Thomas Steffen.

The exhibition provided visitors a chance to discover the latest innovations in healthcare, agriculture and high-tech polymer materials that help improve the quality of life of people as well as animals and plants.

All exhibits were specifically designed for visitors to try out and featured items such as microscopes, thermal imaging cameras and digital games.



- 1 Clowns entertaining the children at the exhibition.
- 2 Visitors interacting with one of the many panels at the Bayer Science of a Better Life exhibition.
- 3 Children also had the chance to participate in the 'Me and My Furry Friends' Colouring contest.