

At Home Throughout The World

NORTH AMERICA

In North America (United States and Canada), Bayer is represented in all strategic business areas. In 2009 Bayer's 16,300 employees in this region generated sales of €7.7 billion, which was 24.7% of the Group total.

EUROPE

In 2009 Bayer achieved sales of €13.0 billion on the European market, which accounted for 41.6% of the Group total. Numerous major production facilities and 54,500 employees (of whom 36,700 are based in Germany) give the company a strong presence in this region.



LATIN AMERICA/AFRICA/MIDDLE EAST

Bayer has been present in Latin America for more than 110 years. In 2009 the company's 16,000 employees in the Latin America/Africa/Middle East region generated €4.8 billion in sales – 15.4% of the Group total.

ASIA/PACIFIC

With its tremendous growth potential, this economic region is one of the most important markets of the future. In 2009 Bayer generated €5.7 billion in sales here – 18.3% of the Group total – with 21,600 employees.