

# There are 2 ways to “crack” cement 2019 CAMPAIGN



During 2019, CemBR will be launching new reports and several new initiatives to help our clients navigate the exciting and ever changing cement industry:

## **Regional Reports:**

West Africa North – **Senegal, The Gambia, Guinea - Bissau, Guinea, Sierra Leone, Mali, and Liberia - Q1 2019**

West Africa South - **Benin, Burkina Faso, Ghana, Ivory Coast, Nigeria, and Togo - Q2 2019**

South East Asia - **Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Taiwan, Thailand and Vietnam – Q4 2019**

## Subscription Services:

**The CemBR Global Compendium (CGC):** This service will cover the most significant markets world – wide. The data provided in the CGC will include for each market:

- Supply – demand balance
- Trading Data and Dynamics
- Projections – five years
- Position on Cement Economic Curve
- Industry Structure & Dynamics
  - Domestic Capacity Utilisation Factor (DCUF™)
  - Industry Consolidation
  - CemBR Ranking Tool (CBRRT™) – Market Attractiveness
- Regional assessments and useful insights

The CGC will be updated twice per year

**The CemBR Pulse.** CemBR will provide insights and news regarding the most significant markets world – wide on the following aspects:

- New Capacity Additions
- Pricing and Volume indications
- Major cost items movement
- Significant Macroeconomic changes
- Corporate Activity – M&A and other significant events
- Cement industry affecting legislation

Commentary on the industry of above items

The CemBR Pulse will be updated four times per year.

Both of the above services will be provided on a subscription basis. Subscription will also include significant discounts on all of our products. More details will be released to our clients soon.



## **Webinars:**

CemBR will be offering webinars on all our reports. These webinars will include a significant level of detail and will provide the listeners with very useful and data driven insights on the markets examined.

The first webinars will be on our reports of:

*East Africa and*

*West Africa North*

We will inform our clients of these events during the first quarter of 2019.

**Audio/Visual Blogs:** CemBR will provide ad hoc Audio/Visual Blogs on issues and matters pertaining the markets we examine in our reports as well as issues included in the **CemBR Pulse**.

We will inform our clients via email and LinkedIn campaigns when such events are scheduled.

**Bespoke Reports Service:** CemBR has already undertaken a number of Bespoke reports for its clients during 2018. In 2019, this service will be offered to our clients at competitive rates and increased level of accuracy and insights.

**Seminars & Workshops:** CemBR will be offering various seminars and workshops as part of international cement conferences with topics of utmost interest to the participants. We will inform our clients of these events during the first half of 2019.

**Register for Discounts:** CemBR will be setting up several campaigns over the year which would lead to significant discounts for participants. CemBR will encourage its clients to register and win large discounts on our products and services.

More details on this campaign will be released soon.

CemBR was established by several cement industry professionals to provide accurate data driven reports and insights to clients interested in the cement sector – globally. CemBR only covers the cement sector providing unparalleled specialist expertise.

[Business Research and Insights into the global cement sector](#)