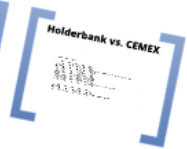
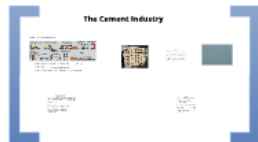


Thank you for your attention!

The globalization of CEMEX Harvard Case Solution & Analysis

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A small table with multiple columns and rows of data, tilted and enclosed in blue brackets.



**The globalization of CEMEX
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Agenda

- Introduction to CEMEX
- The Cement Industry
- International Corporation
- Expansion of CEMEX
- CEMEX in 2012

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You **Tube**

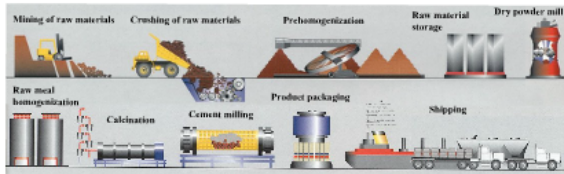
CEMEX

- Headquarters in Monterrey, Mexico
- Cement, ready-mix concrete, aggregates, other building materials
- Leading supplier of ready-mix concrete



The Cement Industry

Exhibit 1 How CEMEX Makes Cement



- Cement's production process and ingredients have remained largely unchanged
- Combine limestone, clay, and minerals at high temperature
- Grind the resulting "clinker" with gypsum and the resulting powder is cement



Availability

- Cement is available in two forms retail and bulk
- In retail outlets, powdered cement is available in bags to be mixed on site with aggregate and water to make concrete
- In bulk, cement is available as concrete to "Ready Mix" firms delivered by the truck load from the local manufacturing plant to your construction site



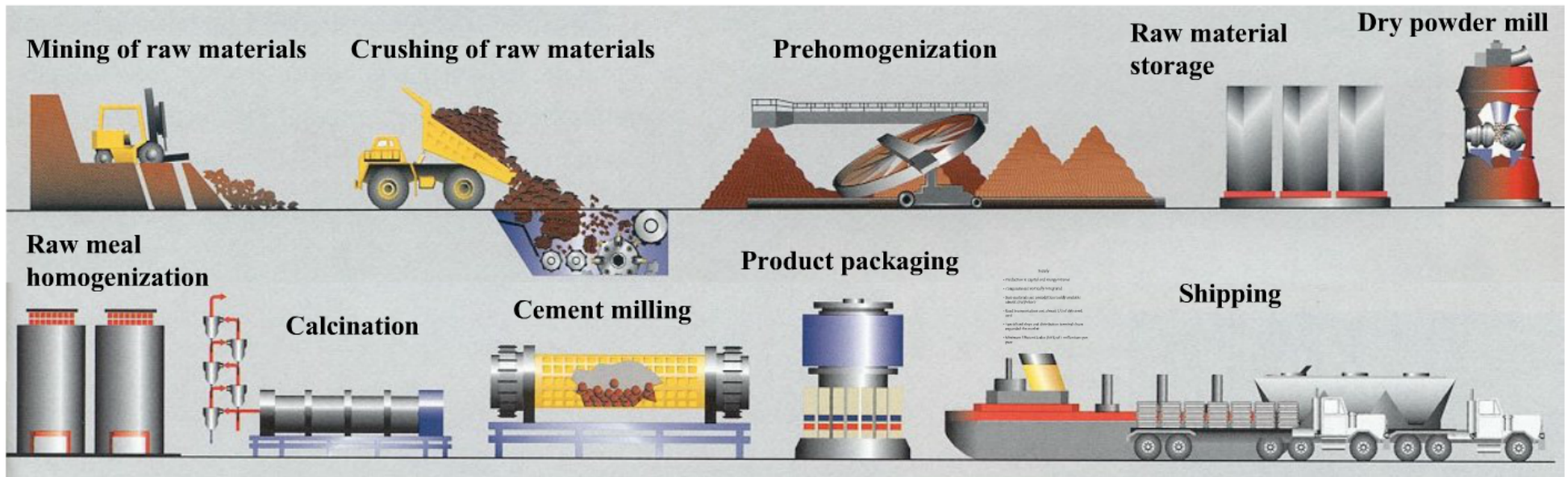
Competition

- Cyclical demand, capital intensity, and a specialized product mean oversupply is dangerous
- Basing Point pricing structure
- Other attempts at mitigating competition

Demand

- A GDP of around \$20,000 per capita
- A high population density and a temperate climate
- Government expenditures in GDP
- Cyclical variations for bulk demand
- Demand in developing economies tend to be less cyclical

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