

10 September 2023 - Egypt

## Suez Cement Group of Companies rebrands to Heidelberg Materials

Suez Cement Group of Companies (SCGC) has announced today that it has rebranded to become [Heidelberg Materials](#). The new brand identity underlines the company's pioneering role in the path to carbon neutrality and digitalization in the building materials industry.

“Today we merge the legacy of two iconic companies, with almost 100 years of local experience and 150 years of global experience from Heidelberg Materials, to lead the field in driving down carbon emissions, pioneering a circular economy in construction, unlocking new customer benefits through digitalization and developing intelligent and sustainable building materials,” said Mohamed Hegazy, Heidelberg Materials CEO in Egypt.

Under the new global brand umbrella, Heidelberg Materials in Egypt has reemphasized its vision to continue leading the change in the sector towards sustainability and digitalization – for the benefit of its customers, employees, shareholders, and society at large.

“We have always been and will continue to be a company that is much more than cement. We are progressive minds with the ambition to drive transformation. We push the boundaries to strengthen innovation and deepen partnerships with our customers and other stakeholders,” added Hegazy. [Heidelberg Materials Sustainability Commitments 2030](#) supports its vision to build a more sustainable future that is net zero, safe and inclusive, nature positive, and circular and resilient. Through this, the company is working to become the first net-zero company in the sector by driving the decarbonization of the materials industry and providing low-carbon products.

### Working towards sustainability

As part of the company's rebranding, Heidelberg Materials in Egypt has recently announced investing in alternative electrical energy solutions through the establishing a “Waste Heat Recovery System” in its Helwan plant. The USD 25 million mega project works to collect waste heat generated during the production processes and converts it into electrical energy that can support 30 percent of the plant's electricity needs. This first-of-its-kind initiative will play a crucial role in reducing energy use, costs, and CO2 emissions up to by 40 Ktons per year, while supporting the national economy by reducing the demand on valueable natural gas.

“The “Waste Heat Recovery System” project is the most recent of many important initiatives led by the company in the past years,” Hegazy said. “Additionally, we have proudly led the Egyptian market in 2014 in using municipal wastes and agricultural residues as an alternative fuel, with an investment of 16 million USD,” Hegazy added.

The company had also launched in 2021 new products with a lower carbon footprint using Pozzolana and Masonry, which have [received an Environmental Product Declaration \(EPD\) certificate](#) in accordance with international ISO standards. These products help reduce CO2 emissions by 25 percent, when compared to traditional cement products.

### **Reshaping the future**

With its new brand, Heidelberg Materials in Egypt will utilize the strength of its global expertise to deliver long-term financial performance while placing its responsibility towards the environment at the center of its work to continue building a sustainable and safe world for everyone.