



## Suez Cement main sponsor of the 20th INTERBUILD exhibition.

**Bruno Carré: Our wide offer make us the best solution provider for high quality products**

**Cairo 20 of June 2013.** Once again Suez Cement is the main sponsor of the 20<sup>th</sup> INTERBUILD exhibition that will be held on 20-24 of June at the Cairo International Conference Center in Nasr City.

Held under the patronage of H.E. Hisham Qandil, INTERBUILD exhibition 2013 brought together over 150,000 attendees from throughout the Middle East region. This five-day event aims to provide the general public with an insight of the building construction sector.

As one of the largest Egyptian cement producer, Suez Cement has always placed research and innovation at the heart of its strategy.

“Egypt is a significant milestone of our innovation strategy which is focused on building performance at a lower cost. Our wide offer make us the best solution provider for high quality products and differentiate the cement by type of usage. This will generate added value for our customers and will allow them to save money while buying the best high-quality products for the correct application. Thanks to the research activities, Suez Cement has launched a number of major innovations over the last six years, such as the the Portland blended cement “Oasis Cement”, and Portland slag cement “Super Suez” stated Mr. Bruno Carre’, Managing Director of Suez Cement Group of Companies.

Throughout the five-day event, all guests, representing the national and International building community, will have the opportunity to marvel at the exposition of Suez Cement’s innovative products such as i.light® and TX Active® able to provide added technological and functional value to traditional products. TX Active® is the photocatalytic “smog-eating” cement. The materials in this range take advantage of photocatalytic properties which, when applied to any cementitious material, use the action of light to abate air pollutants. i.light® is the “transparent” cement which offers a greater luminosity thanks to special plastic resins capable to exploit much wider angles of light incidence than optical fibers.

Suez Cement’s contribution to the exhibition follows on from a number of similar operations sponsored by the Group over the last year: the INTERCEM 2013 exhibition; the conference on Innovative solutions run with Tanta University, which led to a very instructive debate with researchers and academicians and the national contest “arcVision Prize Women and Architecture” to support the Egyptian women architects who are particularly sensitive to the needs of the individual, to human relationships, to the design of environments molded to their occupants.

These initiatives illustrate Suez Cement's commitment to developing new building materials and promoting more sustainable construction methods, for the benefit of architects and the construction sector as a whole.

**SUEZ CEMENT ON THE INTERNET: [www.suezcement.com.eg](http://www.suezcement.com.eg)  
Suez Cement Media Relations - Tel. (002) – 02 25222019**

***About Suez Cement Group of Companies***

With an industrial network of five production facilities in Suez, Kattameya, Tourah, Helwan and El Minya, Suez Cement Group of Companies is one of the largest cement producer in Egypt.

The company has a long-standing history in the market, yet is innovative in launching new brands and products to meet on-market needs.

Suez Cement is home to more than 3,000 employees who participate in continuous training and advancement. The group has an active safety and environmental policy, which is imperative for building a sustainable environment for employees and the communities in which it operates.

The group has proudly built some of Egypt's most well known landmarks and is building its future around serving the market and growing customer demands.