

Cement production in Africa faces several challenges including high energy costs, cheap imports and over capacity as well as the impact of Covid-19 pandemic globally. However, despite many challenges, it still attracts new investments every year. This is due to the fact that the Continent is ripe for investment with growing number of major infrastructure and housing projects, which spurs cement demand.

With the cement market getting more crowded, what are the strategies producers adopt to stay competitive? How to survive and respond to the specific difficulties in the region to maintain and strengthen competitiveness? How has the Covid-19 pandemic change the cement markets in the region? Find out from the cement producers during the panel discussion - What do the cement producers in Sub-Sahara Africa need nowadays at CMT's **West Africa Cement Outlook Webinar on 2 Feb 2021 at 09:00 Abidjan time (GMT +0)**.

Heidelberg Cement Trading will also share input on the changing trade flows and freight rate forecast for cement/clinker cargoes into **West Africa**.

In **Nigeria**, the key players are Dangote, LafargeHolcim and BUA who have a combined capacity of about 45 million tons per annum vs a demand of about 25 million tpa. Despite this over-capacity the price of cement remains high in the country compared to its neighbors. Why is this so? Let Bua Cement gives you more insights on the cement market trends & projection in Nigeria!

Dangote Cement will also shares insights on the cement market outlook in **Senegal, Mali, Guinea Bassu & Gambia**.

Register with your team at [www.cmtevents.com](http://www.cmtevents.com) or contact [grace@cmtsp.com.sg](mailto:grace@cmtsp.com.sg) for more information.



Virtual Networking Interactions



Live Q&A with Speakers

### More info on webinar

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210215&>

**Register now at only USD105**

<https://www.cmtevents.com/register.aspx?ev=WEB210215&>



WEBINAR

# WEST AFRICA CEMENT OUTLOOK

2 FEBRUARY 2021, 09:00 (GMT +0) / 10:00 CET (GMT +1)

MODERATOR

SPEAKERS



**IMRAN AKRAM**  
CEO  
IA Cement



**FINN ARNOLDSÉN**  
Group COO -  
BUA Cement Division  
Bua Cement PLC



**MERT EYIGÜN**  
Shipping Director  
Heidelberg Cement Trading



**ESSAM DAOUD**  
Director General  
Cim Ivoire  
(Cim Metal Group)



**ZINEB ZERYOUHI**  
Director, Strategy &  
Development -  
Francophone Africa Cluster  
LafargeHolcim Maroc  
Afrique



**ALEX SIMAGA**  
Commercial &  
Marketing Director  
Dangote Cement  
Senegal SA

## 2 FEBRUARY 2021, TUESDAY

09:00 CMT's Welcome

09:05 Chairman's Introduction  
(Moderator) Imran Akram, CEO  
IA Cement

09:10 **PANEL DISCUSSION : WHAT THE CEMENT PRODUCERS IN SUB SAHARAN AFRICA NEED NOWADAYS ?**

- How to survive and respond to the specific difficulties in the region to maintain and strengthen competitiveness?
- How has the pandemic change the cement markets in the region?
- Are digitalization & green cement technology adoption a priority moving forward?

#### Panelists :

Finn Arnoldsén, Group COO - BUA Cement Division  
Bua Cement PLC

Zineb Zeryouhi, Director, Strategy & Development -  
Francophone Africa Cluster  
LafargeHolcim Maroc Afrique

Essam Daoud, Director General  
Cim Ivoire (Cim Metal Group)

Alex Simaga, Commercial & Marketing Director  
Dangote Cement Senegal SA

09:40 **NIGERIA'S CEMENT MARKET TRENDS**

- Overview of the industry with the demand/supply pattern
- Key sector trends & development
- Export opportunities & expansion plans
- Energy source and fuel mix economies

Finn Arnoldsén, Group COO - BUA Cement Division  
Bua Cement PLC

09:55 Q&A session

10:05 **CEMENT MARKET OUTLOOK IN SENEGAL, MALI, GUINEA BISSAU & GAMBIA**  
Alex Simaga, Commercial & Marketing Director  
Dangote Cement Senegal SA

10:25 Q&A Session

10:35 **CHANGING TRADE FLOWS AND FREIGHT RATE FORECAST FOR CEMENT/CLINKER CARGOES INTO WEST AFRICA**  
Mert Eyigün, Shipping Director  
Heidelberg Cement Trading

10:50 Q&A session

11:00 End of Webinar & Virtual Networking Starts

Time : 09:00 (GMT +0) Abidjan  
10:00 (GMT +1) Nigeria

10:00 (GMT +1) Paris  
12:00 (GMT +3) Istanbul

13:00 (GMT +4) Dubai  
17:00 (GMT +8) Hong Kong