

# INTERCEM CHINA



The World's Leading Cement  
Industry Conference



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“Restructuring Supply, Stimulating Demand”

China World Hotel, Beijing  
22nd-24th September 2009



It is now more than two years since the last highly-successful INTERCEM CHINA and we are very pleased to be planning our return for 22nd-24th September. As usual, this major international conference and exhibition will address the pressing and topical issues, as you have come to expect from an INTERCEM event.



China's cement demand for 2009 is expected to reach 1.5Bn tons, an increase of 6.3% compared with last year. Demand from the transport and storage sectors will be around 12% of the total, making it the largest consumer sector for cement. The recently-announced stimulus package by the Chinese Government, involving major domestic infrastructure investment, will keep demand high and the cement industry in China as a whole should see profits rise. The first day of this timely

conference will be devoted to China, examining the effects of the stimulus package plus other issues such as what impact will the lack of international investment have, are there differences in the performance of the industry in various regions of China, what part is China now playing in global cement trade and who are its emerging partners. Finally, environment and sustainability in China will be considered.

On the second day, we will begin with a presentation on the global financial situation and its impact on the international cement industry and then move slightly further afield, to review developments in the countries of North Asia, such as Japan and South Korea, and also the ASEAN region. Last but not least, transportation and logistics issues plus the environment will be explored. The event will be rounded off by the INTERCEM TECH-FORUM.

INTERCEM has gained unrivalled international experience and reputation over the last 25 years, producing high quality, authoritative events which are leaders in their field, and we are confident that this will be no exception. If you are involved or interested in the cement industry in China and Asia in general and want to keep up-to-date with all the important developments and concerns in the region, then you need to register for INTERCEM CHINA, where our industry will meet.

We look forward to meeting up with you in Beijing for what promises to be a beneficial and professionally-rewarding event.



## Wednesday 23rd September

- The Chinese economy and the effect of the stimulus package

