



Building Beyond

Cemex drives innovation further to sustainably solve the world's construction challenges.

As the world faces the competing challenges of population growth, urbanization, and climate change, we at Cemex embrace change to advance leading-edge innovations and create sustainable building solutions.

Filled with a heritage of resilience and positivity that has driven a 100+ year history of success, we evolved to find smarter and more inventive ways of meeting the needs of the communities we serve.

Driving innovation further to create the world's most efficient and advanced building materials and solutions, we continue to sustainably solve the needs of society and the planet, with a passion for building a better future. To help the world reach the next frontier of sustainable living, Cemex is building beyond.



Brand Idea

Building a better future.

Purpose

To help the world reach the
next frontier of sustainable living.

Positioning

Cemex drives innovation further
to sustainably solve the world's
construction challenges

Personality

- › Smart & Imaginative
- › Agile & Entrepreneurial
- › Passionate & Collaborative

Personality

- › Ensuring safety.
- › Focus on customers.
- › Acting with integrity.
- › Pushing boundaries.
- › Embracing diversity.

