



2009 Industry Report





PRESIDENT'S MESSAGE

“Building Beyond Business” had a strong showing in the year 2009, when the CeMAP and its member-firms resolutely pursued “doing good” programs alongside “doing well” business initiatives. Our efforts were focused on the areas of environmental protection, community development, and support of Philippine industries.

On the business front, at the onset of 2009, the cement industry braced itself up for tough prospects marked by weak demand for cement products and entry of cement imports as a result of softened demand and weak policy, brought about by a general downtrend of economy and business in the country.

The year 2009 turned out to be a good year for the Philippines and more particularly so for the cement industry in the Philippines. The 2009 increases in GDP and in construction spending were not as high as in 2008, but there was a notable increase in cement demand. GDP and construction spending growth rates in 2009 were 0.9% and 3.9% respectively. These were lower than 2008 growth rates of 3.8% for GDP and 4.5% for construction spending in 2008. For cement demand, growth in 2008 of 1.6% jumped to 9.5% in 2009.

Private construction growth was lower in 2009, but public construction increased due to the implementation of the economic stimulus package. The calamities experienced in the last quarter triggered an uptrend in cement demand by year end, which was usually the slow season of the year.

The cement consumption of 14.5 million tons was close to the record high of 15.2 million tons attained in 1997. Industry's capacity utilization, with the entry of the 1.2 million tons of Eagle Cement, is still considerably low at 54%. Total industry kiln capacity is now at 20.7 million tons, which is equivalent to 24.4 million tons of cement. The finishing grinding capacity is 27.5 million tons. Imports were minimal at 1,000 tons.

CeMAP continues to play a key role in promoting sustainable development among the manufacturers in the country through the Federation of Philippine Industries. CeMAP is a key leader in industry, notably by organizing an annual recognition of outstanding sustainable development initiatives in the four areas that characterize sustainable development. These areas are Corporate Social Responsibility (CSR) projects to uplift the well being of communities where FPI members are located, Waste and Emissions Management, Use of Alternative Raw Materials, Recycling of Wastes, Prudent use of Fuel, Water and Other Resources, and Health and Safety

CeMAP has also set up a proficiency testing facility for cement laboratories in the Philippines. It seeks to ensure the reliability of the test results of cement laboratories to further guarantee the high quality of cement used by consumers in the country. Cement laboratories in neighboring countries are welcome to participate in the bi-annual proficiency testing program of CeMAP.

The year 2010 is seen as the growth platform for a continuing increase in construction for the next five years. Today, per capita cement consumption in the country, which stands at 155 kgs, is one of the lowest in Asia. Investments in infrastructure have been less than most of our neighbors. The year 2010 is when we hope to fill up this lack. We are therefore looking at a continuing growth for construction in the next five years, which translates to a challenging future for our Philippine cement industry.



ERNESTO M. ORDOÑEZ
President

CONTENTS

□ Message from the President	1
□ Directory of CeMAP Members	3-9
Cemex Companies	
Solid Cement Corporation/Apo Cement Corporation	3
Holcim Philippines, Inc.	4
Lafarge Cement Services Philippines Companies	
Republic Cement Corp. – Bulacan Plant.....	5
Republic Cement Corp. – Batangas Plant.....	6
Republic Cement Corp. – Teresa Plant.....	6
Iligan Cement/Mindanao Portland Cement Corporation	7
Lloyds Richfield Industrial Corporation	7
Northern Cement Corporation.....	8
Pacific Cement Philippines Inc.	8
Taiheiyō Cement Philippines Inc.	9
□ Tables and Figures.....	10-12
Figure 1. Pie Chart Operating Kiln Capacities as Of 2009	10
Table 2. Capacity, Production, Sales and Consumption (2000 to 2009)	10
Figure 3 Stacked Bar Chart Cement Imports.....	11
Table 5. Cement Imports (2000 to 2009).....	11
Figure 4. Stacked Bar Chart Cement Exports	12
Table 6. Cement Exports (1999 to 2009)	12
Figure 5. Line Chart Public vs Private Construction Growth Rate.....	13
Table 7. Gross Value of Construction Investments (2001 to 2009)	13
Table 8. Annual Growth Rates of Construction (2002 to 2007)	13

CEMAP MEMBERS DIRECTORY

CEMEX PHILIPPINES GROUP OF COMPANIES

Solid Cement Corporation

Office Address: 8th Floor, Petron Mega Plaza Sen. Gil
Puyat Ave., Makati City, Philippines

Plant Locations : Antipolo City, Rizal
Binangonan, Rizal

Contact Person: Ms. Erlinda Lizardo
Public Relations Manager

Telephone Nos. : +(63 2) 849-3600; 849-3700

Fax Nos.: +(63 2) 849-3619; 849-3679

Website: www.cemex.com.ph

E-mails: erlinda.lizardo@cemex.com
cemexphilippines@cemex.com

Products

Brand	Type
• Island	Type 1
• Apo	Type 1
• Rizal	Type 1P
• Apo Premium	Type 1P
• Apo Pozzolan	Type P
• Palitada King	Masonry



CEMEX is the only eco-labeled cement company in the Philippines. Its APO Cement Plant in Naga, Cebu has received the International Management System Certification including ISO 9001:2008 , ISO 14001:2004 & OHSAS 18001:2007.

Apo Cement Corporation

Office Address: APO Cement Plant Compound, Tina-an,
Naga City, Cebu

Contact Person: Ms. Erlinda Lizardo
Public Relations Manager

Telephone Nos. : +(63 2) 849-3600; 849-3700

Fax Nos.: +(63 2) 849-3619; 849-3679

Website: www.cemex.com.ph

E-mails: erlinda.lizardo@cemex.com
cemexphilippines@cemex.com

Products

Brand	Type
• Island	Type 1
• Apo	Type 1
• Rizal	Type 1P
• Apo Premium	Type 1P
• Apo Pozzolan	Type P
• Palitada King	Masonry



Its Solid Cement Plant located in Barangay San Jose, Antipolo City has received numerous international certifications including ISO 9001:2001, ISO 4001:2004, ISO 18001:2007 and ISO 17025.

Holcim Philippines, Inc.

Office Address: 7th Floor, Two World Square
Mckinley Hill, Fort Bonifacio
Taguig City

Contact Person: Ma. Socorro Prado
Vice President – Corporate Communications

Telephone No.: +63 2 459 3333

Fax No.: +63 2 459 3444

Website: <http://www.holcim.com/ph>

E-mail Address: masocorro.prado@holcim.com

Plant Address:

- La Union Plant
Quirino, Bacnotan, La Union
- Bulacan Plant
Matictic, Norzagaray, Bulacan
- Lugait Plant
Lugait, Misamis Oriental
- Davao Plant
Bo. Ilang, Davao City

Products:

<u>Brand</u>	<u>Type</u>
• Holcim Premium Bulk	Type I
• Holcim Duracem	Type P
• Holcim Excel	Type 1P
• Holcim Wallright	Masonry



Holcim's Davao Plant operates under the strictest standards for environmental protection and sustainability. Just like the other Holcim plants in the country, Davao plant's environmental initiatives resonate well with the long-standing partnerships formed with its communities and other stakeholders.



**LAFARGE CEMENT SERVICES
PHILIPPINES COMPANIES**

Republic Cement Corp.-Bulacan Plant

Office Address: 25th Floor, Salcedo Tower, 169 H. V.
Dela Costa Street, Salcedo Village,
Makati City, Philippines

Contact Person: Cirilo Pestaño
Vice President -Corporate Communications

Telephone No.: +(63 2) 819-5506
Fax No.: +(63 2) 815-2668
Website: www.lafargesemento.com
E-mail: cirilo.pestano@ph.lafarge.com

Plant Address:

- Barrio Minuyan, Norzagaray, Bulacan

Products:

<u>Brand</u>	<u>Type</u>
• Republic	Type I (bag & bulk)
• Republic Portland Plus	Type IP
• Republic	Type P
• Republic	Type II



The Bulacan Plant of Republic Cement Corporation (RCC), a Lafarge associated company has received international certifications. QMS: ISO 9001: 2000, EMS: ISO 14001: 2004, HSMS: OSHAS 18001: 2007



The Norzagaray Plant of Republic Cement Corporation (RCC), a Lafarge associated company has received international certifications. QMS: ISO 9001: 2000, EMS: ISO 14001: 2004, HSMS: OSHAS 18001: 2007

Republic Cement Corp.–Batangas Plant

Office Address: 25th Floor, Salcedo Tower, 169 H. V.
Dela Costa Street, Salcedo Village,
Makati City, Philippines

Contact Person: Cirilo Pestaño
Vice President -Corporate Communications

Telephone No.: +(63 2) 819-5506 to 15
Fax No.: +(63 2) 815-2665
Website: www.lafargesemento.com
E-mail: cirilo.pestano@ph.lafarge.com

Plant Address:

- Bulacan Plant
Barrio Minuyan, Norzagaray, Bulacan
- Batangas Plant
Mapulo, Taysan, Batangas

Products:

<u>Brand</u>	<u>Type</u>
• Fortune	Type I (bag & bulk)
Portland Plus	Type 1P



The Batangas Plant of Republic Cement Corporation (RCC), a Lafarge associated company has received international certifications. QMS: ISO 9001: 2000, EMS: ISO 14001: 2004, HSMS: OSHAS 18001: 2007

Republic Cement Corp. – Teresa Plant

Office Address: Barangay Dulumbayan, Teresa, Rizal

Contact Person: Cirilo Pestaño
Vice President -Corporate Communications

Telephone No.: +(63 2) 819-5506
Fax No.: +(63 2) 815-2668
Website: www.lafargesemento.com
E-mail: cirilo.pestano@ph.lafarge.com

Plant Address:

Barangay Dulumbayan, Teresa, Rizal

Products:

<u>Brand</u>	<u>Type</u>
Republic Portland Plus	Type IP
Dragon	Type 1 (bulk)



The Teresa Plant of Republic Cement Corporation (RCC), a Lafarge associated company has received international certifications. QMS: ISO 9001: 2000, EMS: ISO 14001: 2004, HSMS: OSHAS 18001: 2007

**Iligan Cement Corporation/
Mindanao Portland Cement
Corporation**

Office Address: 25th Floor, Salcedo Tower, 169 H. V.
Dela Costa Street, Salcedo Village,
Makati City, Philippines

Contact Person: Cirilo Pestaño
Vice President -Corporate Communications

Telephone No.: +(63 2) 819-5506 to 15
Fax No.: +(63 2) 815-2665
Website: www.lafargesemento.com
E-mail: cirilo.pestano@ph.lafarge.com

Plant Address:

- Barrio Kiwalan, Iligan City.

Products:

- | Brand | Type |
|-----------------------------|-------------|
| • Mindanao | Type I |
| • Mindanao Portland Plus | Type IP |
| • Mindanao Pozzolan Premium | Type P |



The plant of Iligan Cement Corporation (ICC), a Lafarge associated company has received international certifications. QMS: ISO 9001: 2000, EMS 14001: 2004, HSMS: OSHAS 18001:2007

Lloyds Richfield Industrial Corporation

Office Address: Barrio Dungo-an, Danao City, Cebu,
Philippines

Contact Person: Cirilo Pestaño
Vice President -Corporate Communications

Telephone No.: +(63 2) 819-5506
Fax No.: +(63 2) 815-2668
Website: www.lafargesemento.com
E-mail: cirilo.pestano@ph.lafarge.com

Plant Address:

- Barrio Dungo-an, Danao City, Cebu, Philippines

Products:

- | Brand | Type |
|--------------------------|---------------------|
| • Mindanao | Type I (bag & bulk) |
| • Mindanao Portland Plus | Type IP |
| • Mindanao | Type P |

Northern Cement Corporation

Office Address: 5th Floor, ECJ Building, Real corner
Arzobispo Sts. Intramuros, Manila City,
Philippines

Contact Person: Richard Sebastian
Vice-President for Marketing

Telephone Nos.: +(63 2) 527-8281; 527-1924

Fax Nos.: +(63 2) 527-3931; 527-5422

E-mail: risebastian@ncc.com.ph

Plant Address:

- Northern Cement Plant, Barrio Labayug, Sison,
Pangasinan

Products:

- | Brand | Type |
|--------------|-------------|
| • Northern | Type I |



Northern Cement Corporation, Pangasinan, (4,000 TPD) has received international certifications ISO 9002:1994, ISO 9001:2000, ISO 14001:2004 and OHSAS 18001:1999

Pacific Cement Philippines, Inc.

Office Address: 4th Floor BMMC Building, 143 Dela Rosa
corner Adelantado Sts., Legazpi Village,
Makati City 1229, Philippines

Contact Person: Jose Ramon V. Cortes
Chairman and CEO

Telephone No.: +(63 2) 887-1111; 887-1118

Fax No.: +(63 2) 887-1119

Website: www.pacemco.com

E-mail: pacemco@pldtsl.net

lasantos@pacemco.com

Plant Address:

- Pacific Cement Plant, Km. 11, Surigao del Norte,
Philippines

Products:

- | Brand | Type |
|-------------------------------|-------------|
| • Pacific Extra Super | Type 1 |
| • Pacific Pozzolan | Type P |
| • Pacific Super Portland Plus | Type 1P |



Pacific Cement Philippines, Inc., whose plant is located in Surigao City, has a design capacity of 850 TPD clinker production and cement production capacity of 300,000 TPA. The company's Integrated Management System for Quality and Environment is certified to ISO 9001:2008 and ISO 14001:2004.

Taiheiyo Cement Philippines, Inc.

Office Address: 6th Floor, Insular Life Building, Gorordo corner Gen. Maxilom Avenues, Cebu City 6000 Philippines

Contact Person: Mr. Nilo Yap
Environment and Safety Dept.
Senior Manager

Telephone No.: +(63 32) 231-5333

Fax No.: +(63 32) 231-4825

Website: www.taiheiyophil.com.ph

E-mail: s_alvarez@taiheiyophil.com.ph
nryap@taiheiyophil.com.ph

Plant Address:

- Taiheiyo Cement Philippines Inc.,
South Poblacion, San Fernando
6018 Cebu

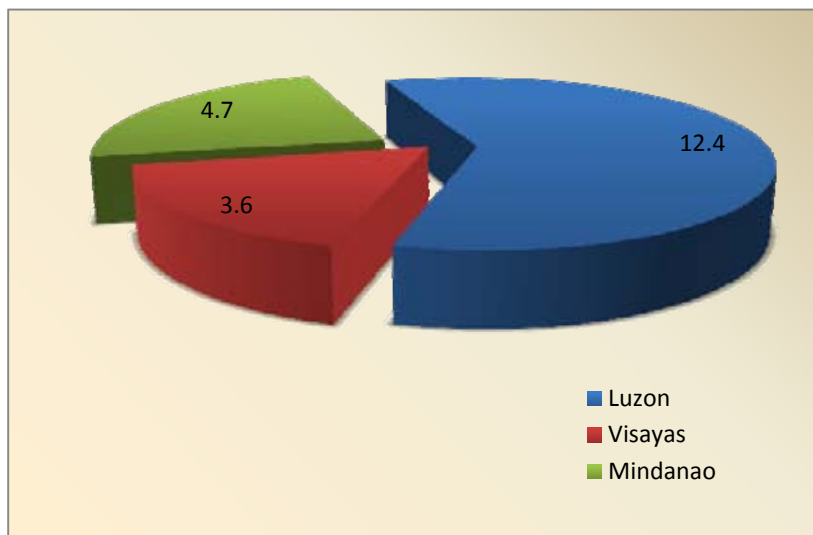
Products:

<u>Brand</u>	<u>Type</u>
• New Grand Portland	Type 1
• Grand Premium	Type 1P
• New Grand Pozzolan	Type P



TAIHEIYO CEMENT PHILIPPINES, INC.'s plant in San Fernando, Cebu is internationally-certified to ISO 9001:2008 (Quality Management System), ISO 14001:2004 (Environmental Management System) and OHSAS 18001:2007 (Occupational Health and Safety Assessment Series). All these are affirmations of the company's commitment to quality, productivity, efficiency, environmental protection and employees' health and safety.

Figure 1 . Operating Kiln Capacities as Of 2009
By Island Groups
(million tons)



Note: Only Dry Process Kilns are operational

Table 1. Capacity, Production, Sales, and Consumption ('000 MT) – Cement

Year	Total Kiln Capacity	Total Grinding Capacity	Total Production	Total Sales (Local sales + Exports)	Demand Consumption (Local sales + Imports)
2000	18,847	26,369	11,959	11,821	12,057
2001	18,847	26,369	11,378	11,345	11,714
2002	18,847	26,369	13,397	13,298	12,601
2003	18,847	26,369	13,067	13,090	12,120
2004	18,847	26,369	13,057	12,991	12,184
2005	18,847	26,369	12,368	12,532	11,585
2006	18,847	26,369	12,033	12,195	11,714
2007	18,847	26,369	13,048	13,066	13,011
2008	18,847	26,369	13,369	13,104	13,217
2009	19,547	26,369	14,865	14,468	14,469

Sales: Domestic Sales plus Exports
 Consumption: Domestic Sales plus Imports
 Figure 3. Total Imports, 2000-2009 (in Metric Tons)

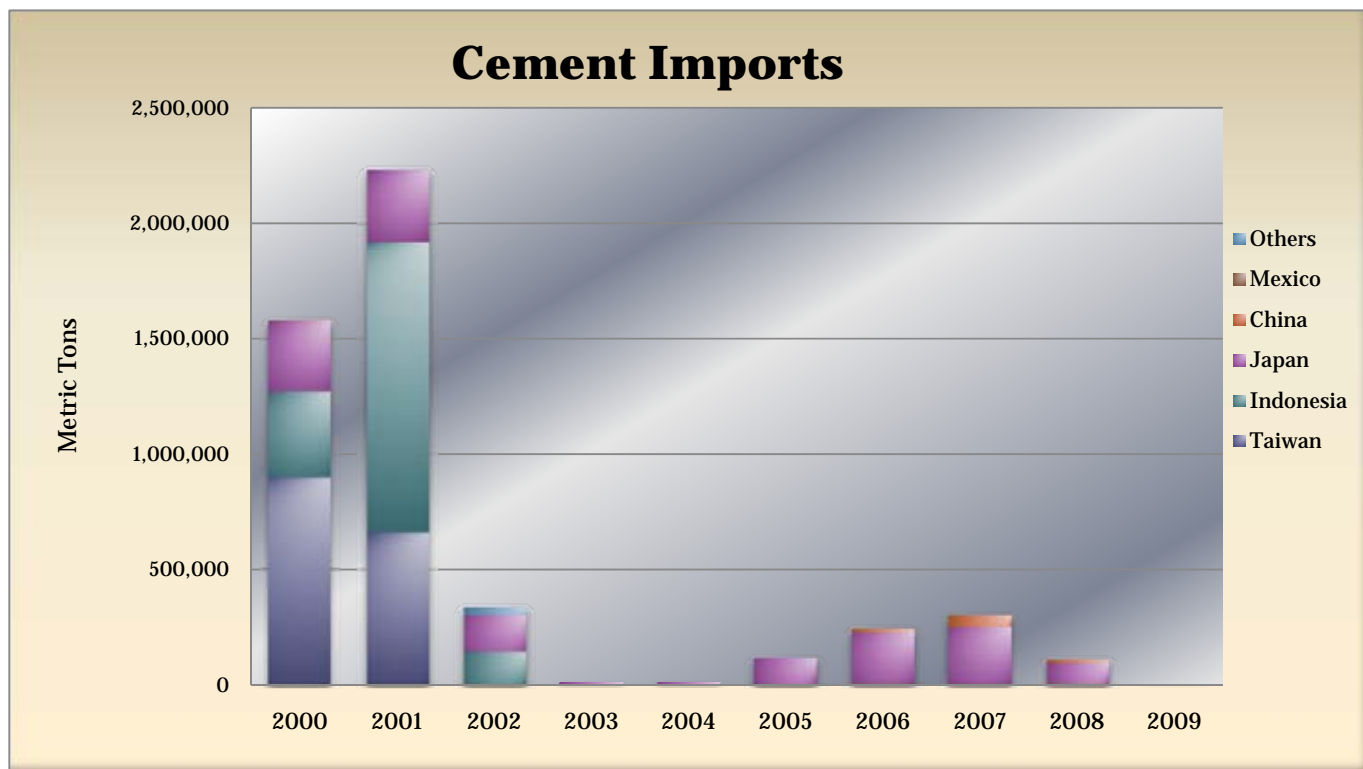


Table 5. Imports, 2000-2009 (in Metric Tons)

Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Taiwan	901,590	662,200	-	-	-	-	-	-	-	-
Indonesia	369,437	1,260,080	144,000	-	-	-	-	-	-	-
Japan	302,600	305,900	161,600	9,700	12,705	116,302	230,750	254,800	99,000	-
China	5,400	5,000	-	-	-	-	12,945	47,203	14,301	-
Mexico	-	-	-	-	-	-	-	-	-	-
Others (6)	-	-	32,000	-	-	-	-	-	-	1,000
TOTAL	1,579,027	2,233,180	337,600	9,700	12,705	116,302	243,695	302,003	113,301	1,000

Figure 4. Total Exports, 2000-2009 (in Metric Tons)

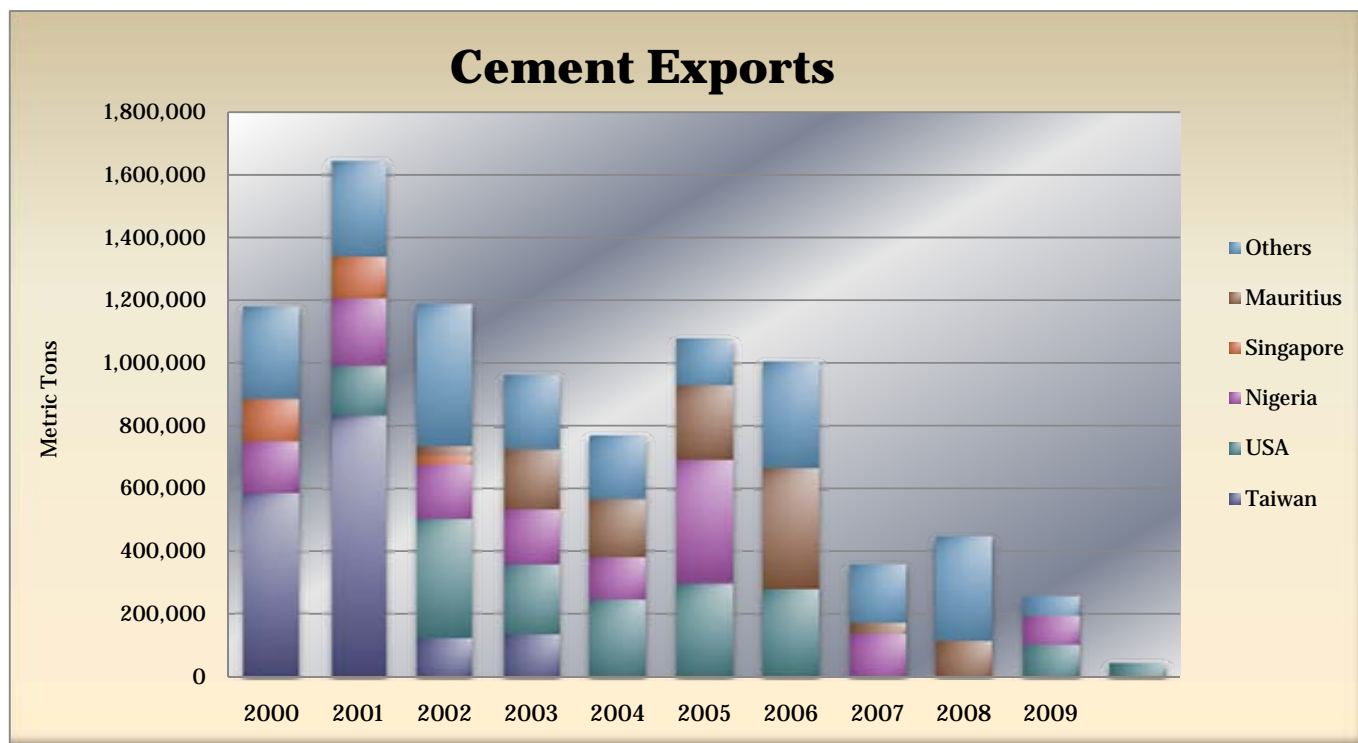


Table 6. Exports, 2000-2009 (in Metric Tons)

Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Taiwan	587,474	830,048	122,946	134,031	-	-	-	-	-	546
USA	160,963	379,769	226,064	244,800	295,976	281,586	-	-	100,956	43,500
Nigeria	164,876	215,287	176,000	174,928	133,344	387,188	-	133,817	-	90,500
Singapore	131,915	129,902	27,000	-	-	-	-	-	1,208	906
Mauritius	-	-	27,500	190,772	189,045	236,074	385,187	35,559	113,111	-
Others (6)	297,704	308,981	455,131	235,902	201,209	149,136	339,364	187,195	332,979	61,193
TOTAL	1,342,932	1,863,987	1,034,641	980,433	819,574	1,053,984	724,551	356,571	548,254	196,645

Figure 5. Growth Rates: Public versus Private Construction

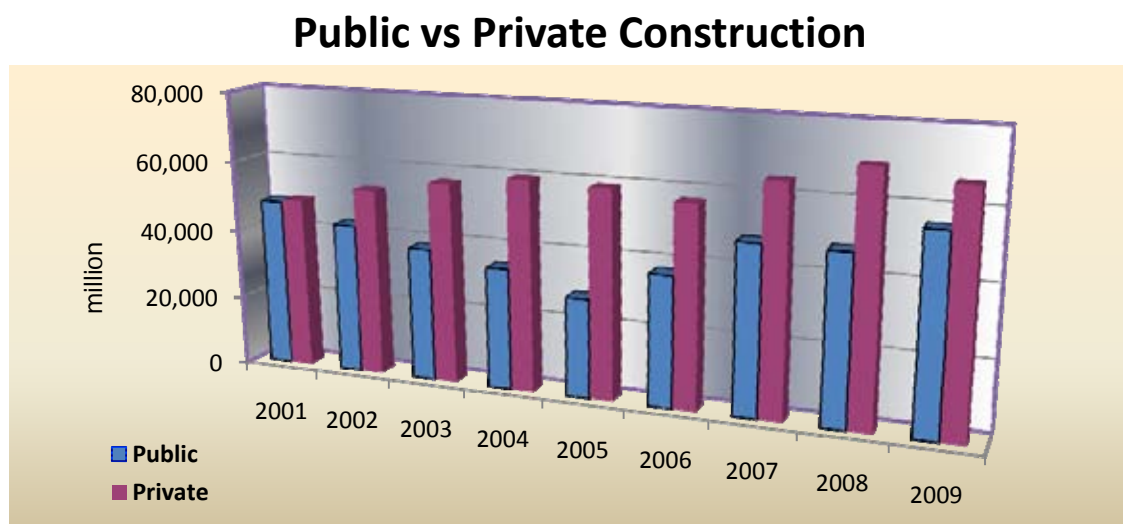


Table 7. Gross Value of Construction
(in Million Pesos at Constant 1985 Prices)

Industry/ Industry Group	2001	2002	2003	2004	2005	2006	2007	2008	2009
Public	48,132	42,859	38,016	34,498	28,274	37,141	47,978	47,796	55,304
Private	48,887	53,478	57,138	59,904	59,227	57,047	64,442	69,755	66,805
Gross Value	97,019	96,337	95,154	94,402	87,501	94,188	112,420	117,551	122,109

Table 8. Annual Growth Rates of Construction

Industry Group	2002	2003	2004	2005	2006	2007	2008	2009
Public	-11.0%	-11.3%	-9.3%	-18.0%	24.7%	29.2%	-0.4%	15.7
Private	9.4%	6.8%	4.8%	-1.1%	-3.7%	13.0%	8.2%	-4.2

Our Vision

To be an organization which will help make the cement industry a growing and competitive model for investment and partner in nation building

Our Mission

To promote the cement industry as a key partner in contributing to infrastructure development and economic growth.

- To be an effective advocate for all members of the Philippine cement industry;
- To be an effective organization in addressing industry wide issues;
- To lay the foundation for stronger, more stable relationships among all stakeholders of the Philippine cement industry

Goals

To make the cement industry a leader in the Philippine industry in four areas:

- World Class, Environment-friendly Technology.
- Management Systems
- Corporate Social Responsibility
- Health and Safety

CeMAP Office

01 Corporal Cruz St. corner E. Rodriguez Jr. Avenue, Bagong Ilog, Pasig City 1600 Philippines

Telefax Nos.: +(63 2) 671-7585, 671-75-86

E-mail: cementinfo@cemap.org.ph

Website: www.cemap.org.ph



Board of Directors 2009

Chairman:	Renato C. Sunico
President:	Ernesto M. Ordoñez
Treasurer:	Magdaleno B. Albarracin
Corporate Secretary:	Elvira Oquendo
Board Members:	Robert F. Mallillin
	Toshio Komatsu
	Samir Cairae
	Sergio Menendez Medina
	Cirilo Pestaño
	Ian Thackwray
	Ma. Allen Arbis

Cemap Committees

Committees	Chairperson
Core Group:	Ernesto Ordoñez
Public Policy and External Relations:	Cirilo Pestaño
Public Policy and Legislative Sub- Committee:	Cirilo Pestaño
External Relations Sub- Committee:	Ma. Socorro Prado
Sustainable Development and Technical Standards:	Hernani Pasion
Sustainable Development Sub-Committee:	Roland Vera Cruz
Technical Standards Sub-Committee	Felipe Baniqued Jr.