



THE 29TH ARAB
INTERNATIONAL CEMENT &
BUILDING MATERIALS
CONFERENCE &
EXHIBITION

CEMENT TRANSFORMATION IN THE ARAB REGION

COMPETITIVENESS, CIRCULARITY, DIGITAL
MATURITY AND FUTURE-READY PLANTS

23-25 Nov 2026 | Heliopolis Congress Complex, Waldorf Astoria & Hilton | Cairo, Egypt

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ABOUT THE CONFERENCE

The 29th AUCBM International Cement Conference and Exhibition is designed as a strategic journey for the Arab cement industry: from regional market transformation and CEO-level competitiveness, to circularity, digital maturity, decarbonisation, breakthrough technologies and the future-ready cement plant.

Across three days, the program moves deliberately from sector leadership to implementation, and from policy and market positioning to technology deployment and industrial execution. It reflects the evolving role of cement companies in the Arab region: no longer only as producers of clinker and cement, but as industrial platforms for resource efficiency, waste valorisation, local content, low-carbon construction and resilient infrastructure.



ABOUT AUCBM

Arab Union for Cement and Building Materials, which is an inter-Arab International organization, affiliated to the Council of Arab Economic Unity, was founded in 1977.

The Union aims principally at developing and supporting technical, industrial and commercial relations; coordinating industrial activities amongst its members in the field of cement and building materials; and participating in suggesting general grounds for developing these industries in Arab countries in order to achieve technical and economic integration among Arab countries through practicing its tasks, responsibilities.



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AICCE29 CONTEXT

The Arab cement industry is undergoing a period of significant transformation, driven by evolving market dynamics, sustainability expectations and technological advancement. This conference is set to help shape the next chapter of the Arab cement industry, providing industry stakeholders with a forum to explore practical pathways for building more competitive, resilient and future-ready operations.

In a strategic collaboration between AUCBM and A³&Co.®, the conference is positioned as a forum for advancing industry dialogue and action across key priorities shaping the sector's future. AUCBM brings the institutional mandate and sector-wide legitimacy, while A³&Co.® contributes transformation architecture, technical depth and practical implementation thinking across competitiveness, circularity, digital maturity and decarbonisation.

More than an annual industry gathering, the conference connects CEOs, governments, technology providers, financiers, OEMs and cement producers around a shared agenda of strengthening the long-term competitiveness and sustainability of the Arab cement sector.

As the industry enters a new phase of development, where operational performance, carbon reduction, technology adoption and resource efficiency must be addressed together, the conference is structured to translate these priorities into dialogue, partnerships and practical pathways for implementation.

AICCE29: NAVIGATING THE ARAB CEMENT TRANSFORMATION

A three-day strategic journey moving the Arab cement industry from sector leadership to technology execution, focusing on circularity, digital maturity, and decarbonization.

CORE TRANSFORMATION PILLARS



CIRCULARITY &
WASTE-TO-RESOURCE



AI & DIGITAL
MATURITY



BANKABLE
DECARBONIZATION

THE STRATEGIC JOURNEY



DAY 1: LEADERSHIP & STRATEGY

Focused on regional market outlooks, CEO-level competitiveness, and breakthrough technological foundations.



DAY 2: CIRCULARITY & AI

Connecting waste-to-resource platforms with AI-driven plant intelligence and bankable decarbonization pathways.



DAY 3: FUTURE- READY SOLUTIONS

Executing end-to-end plant solutions, fuel flexibility, and greenfield/brownfield project delivery.



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PROGRAM AT A GLANCE



3 Main Conference
Days + 1 Set-Up Day



Including 6 technical
paper blocks & ~23
specific presentations



Led by 8 key chairs



CEOs, OEMs,
Financiers, and
Policymakers

Connecting CEOs, governments, technology providers, financiers, OEMs, and cement producers around a single agenda.

THE THREE FOUNDATIONAL PILLARS OF TRANSFORMATION

PILLAR 1: CIRCULARITY & WASTE-TO-RESOURCE

Transitioning
cement plants into
strategic platforms
for waste
valorization and
resource efficiency.



PILLAR 2: AI & DIGITAL MATURITY

Moving from
isolated operational
tools to integrated,
AI-driven plant
intelligence and
predictive control.



PILLAR 3: BANKABLE DECARBONIZATION

Linking carbon
reduction roadmaps
directly with finance
readiness and
practical industrial
execution.





CORE THEMES

REGIONAL CEMENT TRANSFORMATION	CEO-level panel on Middle East cement industry transformation
MARKET COMPETITIVENESS	Arab cement strategy, regional outlooks, UAE operational excellence, Africa outlook, countries zoom in for KSA & Syria outlooks
CIRCULARITY	Cement as a waste-to-resource and strategic circularity platform
DIGITAL MATURITY AND AI	AI-driven cement operations, process optimization, predictive intelligence, quality control, decision support and the transition from isolated tools to integrated plant intelligence.
INDUSTRIAL DIGITALIZATION	Automation, electrification, connected sensing, IoT, digital maintenance, reliability systems, laboratory intelligence and data-enabled operational performance.
DECARBONIZATION	From roadmaps to bankable execution, linking carbon reduction with competitiveness, finance readiness, technology deployment, CEO commitment and practical implementation pathways.
BREAKTHROUGH TECHNOLOGIES	Advanced cement plant technologies covering modernization, material handling, storage, logistics, CGD waste valorization, air handling, industrial cleaning, energy efficiency and production reliability.
FUTURE-READY PLANTS	OEM solutions, combustion systems, fuel flexibility, brownfield upgrades, greenfield EPCF delivery



EVENT AGENDA

DAY 0 — SUNDAY, 22 NOVEMBER

12:00

Exhibition Area Set-Up

16:00–19:00

Delegate Registration

DAY 1 — MONDAY, 23 NOVEMBER

07:30–09:00

Delegate Arrival & Registration

09:00–10:00

Session 1: Official Opening Ceremony

10:00–10:30

Session 2: Exhibition Opening & Coffee Break

10:30–12:00

Session 3: High-Level Panel — Middle East Cement Industry

CEO-level regional transformation panel

12:00–14:30

4.1 Arab Cement Competitiveness, Transformation & Value Creation

12:25–12:50

4.2 Regional Cement Market Outlook

12:50–13:15

Session 4: Arab Cement Strategy, Markets & Regional Outlooks

4.3 UAE Operational Excellence and Future-Ready Plants

13:15–13:45

4.4 Africa Cement Industry Outlook

13:45–14:15

4.5 KSA Market Transformation or Syria Cement Reconstruction Outlook

14:15–14:30

4.6 CEO Takeaways Before Lunch

14:30–15:30

Networking lunch

15:30–18:00

5.1 Integrated cement plant technology and modernization solutions

15:30–16:00

5.2 Packing, handling, screening and dispatch technology

16:00–16:30

Session 5: Breakthrough Technologies

5.3 Storage, silos, blending and cement logistics systems

16:30–17:00

5.4 C&D waste Valorization

17:00–17:30

5.5 Dust extraction, air handling and industrial cleaning solutions

17:30–18:00

5.6 Industrial ceramics for energy saving and efficient cement production

18:00

End of Day 1



DAY 2 — TUESDAY, 24 NOVEMBER

08:30–08:45	Session 6: Day 2 Opening	
08:45–09:00	WCA Global Cement Perspective	
09:00–10:30	Session 7: Circularity in Cement	Circularity panel discussion - From Waste to Strategic Resource Platforms
10:30–11:00		Coffee Break
11:00–12:30	Session 8: Digital Maturity (Panel)	Digital maturity and AI panel discussion - AI-Driven Cement Operations
12:30–14:30	Session 9: Industrial Digitalisation, Automation & Plant Intelligence	9.1 Automation, electrification and advanced process control
		9.2 Connected sensing, IoT and operational monitoring
		9.3 Digital maintenance, reliability and asset intelligence
		9.4 Laboratory, quality, measurement and process intelligence
14:30–15:30		Networking lunch
15:30–16:30	Session 10: Decarbonisation in Cement	From Roadmaps to Bankable Execution
16:30 – 17:00		11.1 Applied Decarbonisation Strategies
17:00–17:30	Session 11: Applied Decarbonisation and Breakthrough Technologies	11.2 Digital Advancements in Cement Plants
17:30–18:00		11.3 Automation as a green leverage to Cement Plants
19:30		Gala Dinner





DAY 3 — WEDNESDAY, 25 NOVEMBER

09:00–10:30	Session 12: End-to-End Cement Plant Solutions	From Modernisation to Future-Ready Plants OEM solutions panel
10:30–11:00	Session 13: Combustion and Fuel Flexibility Technology	Burner, combustion and fuel flexibility solutions
11:00–11:30		Coffee Break
11:30–12:00		Cement Plants Brown Field Upgrades & Green Field Projects
12:00–12:30	Session 14: OEM Greenfield & Brownfield projects	Cement Plant Retrofits & EPCF Greenfields
12:30–13:00		Fully Integrated EPCF Green Fields
13:00–13:30	Session 15: AUCBM Closing Ceremony and Conference Recommendations	Closing remarks and conference recommendations
14:30		Closing lunch

