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Martin Casey, Director of Public Affairs and Corporate Responsibility,
Cemex EMEA & Asia

THE PLAYER

Cemex

Global building materials solutions company

Acquired RMC Group in 2005, becoming one of world's biggest building materials suppliers

Annual sales in the UK in excess of £1bn and a UK supply network of over 500 locations

Cemex has operations in more than 50 countries worldwide

Significant share of cement, aggregates and ready-mix concrete market, as well as products in the roof tile, rail sleepers and concrete-block sectors



Building the future™

THE CHALLENGE

As one of the world's leading building materials supply companies Cemex works at local, national and international level with government bodies, NGOs and other interested parties across a broad spectrum of issues from legislation to sustainability, working in the community to distribution.

Such a broad remit means that the company has to remain closely engaged with the progress of Parliamentary bills across both Houses in the UK and increasingly to work with the European Institutions, the Commission, Parliament and member states as it seeks to help inform any legislation or regulation affecting the sector across its major production and supply areas. To do this effectively Cemex requires the latest and most accurate information about key politicians, political imperatives and forthcoming legislation.

With over 500 locations across the UK business alone, Cemex also needs to disseminate information effectively and quickly throughout the organisation and to make sure that action points are taken forward by the right person on a UK or European level.

THE SOLUTION

DeHavilland provides a vital daily update enabling Cemex to keep on top of the big issues.

Martin Casey, director of public affairs and corporate responsibility for Cemex across the EMEA and Asia regions, says that the company chose to access data from DeHavilland particularly because of the up-to-date information the service provides, its prompt daily delivery and the support of a database of politicians with contacts and background biographies, whether in the UK or across the EU.

Casey emphasises: *“My job is to keep fully appraised of the big picture when it comes to the myriad issues which impact Cemex on both the national and international stage. What I get from DeHavilland on a daily basis is the supporting information on our industry and the issues around it, which backs up our strategies and fills in any gaps.”*

Cemex uses DeHavilland to keep track of day-to-day politics and policy and in particular to identify legislation and politicians influencing the debates on a European level. When the company is alerted to pertinent information from DeHavilland it will move into action.

Increasingly that is likely to be a European-focused issue and the company will collate political and influential contacts and ensure that appropriate information or representations are fed through to them.

As a consequence of its European-wide base the company has been delighted with the evolution of DeHavilland's European contact database through its PeoplePoint feature. Development of that service proves how responsive the company has been to client feedback, says Casey, who was one of those who put forward the desire for enhanced European coverage and who was consulted on its development. Cemex uses the additional functionality as a CRM-style way of tracking its engagement with relevant politicians and influencers, enabling it to keep up-to-date about its contacts and trace communications.

Casey stresses: *“I use DeHavilland literally every day and cannot over-emphasise the value of accurate information to a company like ours. DeHavilland provides the supporting information which is fundamental to my role. The news provided has been exceptionally helpful and the service is excellent, timely and is vital to our business.”*