

FROM CEMBUREAU TO CEMENT EUROPE A NEW IDENTITY FOR A STRATEGIC INDUSTRY IN TRANSITION

15 October 2025 – Today, at its annual event in Brussels, the European cement association unveils its new identity – [Cement Europe](#) – marking a new chapter for a sector that is the backbone of Europe’s construction value chain; vital for housing, infrastructure, energy systems, defence and the digital economy. A cornerstone of Europe’s economy, it is also a driver for change in its industrial and clean transition.

This strategic rebrand reflects a clear evolution: building on a solid legacy to position Cement Europe as a partner driving Europe’s competitiveness and climate neutrality.

With more than 200 plants across Europe and 120+ innovation projects already under way, Cement Europe embodies an industry that is fully local, essential to Europe’s autonomy, and a frontrunner in decarbonisation. The new identity connects this legacy with the future; bold, purposeful, and aligned with Europe’s wider clean and digital transitions.

“Cement has always been the foundation on which Europe builds,” said Jon Morrish, President of Cement Europe. *“Our new identity honours that reliability, while reflecting who we are today: a sector powering change through innovation, circularity and partnership. Cement Europe stands for strength with purpose, helping Europe build its competitive, sustainable future.”*

It is no coincidence that the rebrand coincides with the launch of the [Cement Action Plan](#), a strategic blueprint outlining the policies needed to unlock investment in industrial decarbonisation while maintaining Europe’s competitiveness. The plan highlights how cement – indispensable to housing, infrastructure, renewable energy systems and digital facilities – can continue to support Europe’s growth while cutting emissions in line with the sector’s [Net Zero Roadmap](#).

“Europe’s industrial transition must go hand in hand with competitiveness,” said Koen Coppenholle, CEO of Cement Europe. *“Our members are investing, innovating, and deploying low-carbon solutions at scale, but to reach our ambitions, we need the right enabling framework. Cement Europe symbolises that partnership: between industry, policymakers and society.”*

Cement Europe’s new visual identity and brand narrative – **Reliable. Driver for Change. Constant Ally.** – capture the sector’s evolution: from a strong industrial base to a strategic ally in Europe’s green and resilient future.

Cement solutions to strengthen and shape society – for generations to come.



NOTES FOR EDITORS

Cement Europe is the voice of the cement industry in Europe. Based in Brussels, we represent national cement associations and companies across the European Union (except Malta), as well as Norway, Switzerland and the United Kingdom. Serbia is an Associate Member, and we cooperate closely with partners in Cyprus and Ukraine.

Please [click here to view the Cement Europe's Net Zero Roadmap](#), [here for the Cement Action Plan](#) and [access our map of innovation projects here](#).

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