



## The experience of **CEMEX Mexico:** *Opportunities for scaling up*

*UN-Habitat - Stockholm,  
Sweden April 2008*

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- 44,7 ml people, i.e. 42% live in *moderate poverty*
- There is a shortfall of ca. 14,3 ml houses
- 10,9 ml, i.e. 76%, of them have no access to public financing

## CEMEX – Approach – PH



**1990's:** Awareness of the Importance of the Low-Income Segment

**1998:** Social Study of the Auto-construction Process

**2000:** Operational Beginning of *Patrimonio Hoy*

**Affordable  
Access**

**Building  
Material**

**Technical  
Support**

**Public  
Schools**

***Frozen*  
Prices**

**Promoters**

## PH – Main Stages



**1. Promotion**



**2. Sales Session**



**3. Registration**



**4. Technical Advisory**



**5. Material Delivery**

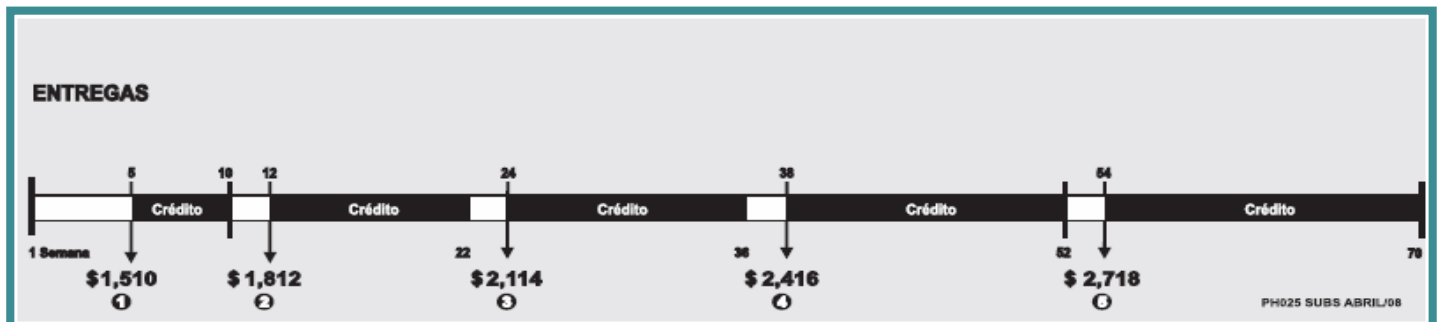
# PH – Payment Schedule



*Patrimonio Hoy provides a 70-week credit and saving program*



- Weekly payments: 16 USD
- Delivery of material: Five times



## Achievements



- Almost **200,000 families** in 45 cities have improved their living conditions
- Construction of **1 million m<sup>2</sup>**
- Loans for more than **USD 87ml**
- PH improved the infrastructure of **206 public schools**
- **Presence in 23** of 32 Mexican States and 86 local offices



### Initial Replication:

- Nicaragua 2 offices
- Costa Rica 1 offices
- Venezuela 7 offices
- Colombia 11 offices

- Time and cost: Families build **3 times faster** at a cost decreased by 1/3
- House value: **Increased house value**, improving quality and functionality of housing
- Local economic development: Generation of **local employment and business**
- Social Impacts: Improved **quality of life and building up capabilities**



*Participants get empowered*

## Key Challenges

### FINDINGS

1. Need to increase productivity and size of sales force
2. Need to improve the technical advisory
3. Need to develop new product offerings
4. High investment cost to expand network of service centers

### *Need of:*

(A) Capability Building

(B) Technical Assistance and Development

(C) Innovation

→ Substantial Partnership

*to reach*

**A RELIABLE &  
SOLID CHANNEL**

→ A delivery channel & associate network at national level

**SOLIDITY &  
PRESTIGE**

→ National and international identity & credibility

**MULTIDIMENSIONAL  
IMPACTS**

→ Contribution to the reduction of poverty

# Thank You!

*Henning Alts*

