



CEMENTIS

CEMENTING A SUSTAINABLE FUTURE

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On a mission to help build a more prosperous, resilient, and sustainable Indian Ocean for future generations, Cementis Group is the leading regional producer and supplier of cement and construction solutions. We discover more with Urs Straub, Group CEO

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“Across the Indian Ocean region, population growth, urbanisation, tourism development, and major public infrastructure programmes continue to generate strong demand for construction. Governments are investing in roads, desalination plants, renewable energy infrastructure, and affordable housing, whilst private

developers increasingly seek higher-quality, longer-lasting, and more sustainable building solutions.”

This insight into the transformative era that the construction industry is currently experiencing, provided by Urs Straub, Group CEO of Cementis Group (Cementis), highlights the necessity for companies ready to pave the way for this innovation-driven future.

One such business that has already proved itself a stalwart within the industry is Cementis – a leading regional producer and supplier of cement and construction solutions across the Indian Ocean islands, with operations in Mauritius, Réunion, Mayotte, Comoros, and Seychelles.

“This October marks our fifth anniversary. Although the group itself



is relatively young, the businesses that form Cementis have been supporting construction and infrastructure development in their respective markets for decades. During the past five years, we have successfully integrated these operations under a single regional vision whilst preserving the strength, heritage, and identity of each local business,” states Straub.

Today, Cementis operates through a portfolio of well-established local brands that have become benchmarks in their particular fields.

This collective of specialist knowledge is advantageous as the construction industry fundamentally redefines itself, with environmental performance, digitalisation, circular economy

principles, and customer-centric innovation becoming the new drivers of competitiveness. This evolution is especially meaningful in island territories where Cementis primarily operates.

“Across the regions we work in, environmental challenges are not abstract concepts debated in boardrooms; they are lived realities. ➤

Africa **Outlook**

HOW IS CEMENTIS CREATING SYNERGY BETWEEN MAURITIUS, MAYOTTE, RÉUNION, SEYCHELLES, AND COMOROS WHILST CEMENTING A SUSTAINABLE FUTURE?

Urs Straub, Group CEO: “One of the greatest advantages of being a regional company is our ability to connect our islands rather than operate them independently. Each territory has its own market dynamics, regulatory environment, and customer needs. However, many of the challenges we face, such as logistics, sustainability, supply chain resilience, and skills development, are shared across the region.

“Our strategy is therefore based on intelligent collaboration. Technical knowledge developed in Mauritius benefits Seychelles. Operational improvements introduced in Réunion can be transferred to Mayotte. Engineering expertise from one island supports projects in another. We increasingly share people, industrial capabilities, commercial best practices, and innovation across the group.

“These synergies also support sustainability. By developing local blending capabilities, increasing the use of supplementary cementitious materials, and producing more products closer to customers, we reduce transportation requirements, lower carbon emissions, and improve resilience across the supply chain.

“In many ways, Cementis acts as a bridge between our islands, strengthening regional cooperation whilst respecting each market’s unique identity.”



As an industrial group, we therefore have a responsibility that extends beyond supplying construction materials. We believe our role is to help shape a construction industry capable of supporting economic development whilst preserving the exceptional natural environment that defines our islands,” he expands.

This philosophy sits at the heart of the company’s strategic roadmap as it works to transform Cementis from a traditional cement supplier into a

provider of sustainable construction solutions that combine technical excellence with environmental responsibility.

PASSION WITH PERFORMANCE

Having begun his career at General Motors, where he got his first exposure to how large and complex international organisations operate across multiple markets, Straub quickly found himself across the globe working for notable companies, such

as Cemento Polpaico, Holcim, Aljabor Cement, and LafargeHolcim’s Indian Ocean cluster, alongside founding Factum Intelligence.

In 2025, he was appointed CEO of Cementis, overseeing operations across numerous islands.

“Today, our ambition is to become the leading provider of sustainable, performance-driven construction solutions across the Indian Ocean. This transformation is about strengthening our industrial capabilities, accelerating

“OUR VISION IS SIMPLE: TO HELP BUILD A MORE PROSPEROUS, RESILIENT, AND SUSTAINABLE INDIAN OCEAN FOR FUTURE GENERATIONS”

– URS STRAUB, GROUP CEO,
CEMENTIS GROUP

innovation, developing lower-carbon products, empowering our people, and placing customers at the centre of everything we do,” Straub highlights.

Alongside Cementis’ strong brand portfolio, its activities extend beyond cement distribution. It operates cement terminals, blending facilities, bagging plants, three ready-mix concrete operations, one precast manufacturing facility, and advanced R&D laboratories. Every day, the company serves major infrastructure developers, multinational contractors, local construction companies, distributors, and individual builders across the region.

However, what truly defines Cementis is not only what it produces, but its partners and where it is going.

“Our vision is simple: to help build a more prosperous, resilient, and sustainable Indian Ocean for future generations,” asserts Straub.

Several factors distinguish and assist the company in achieving its vision, but its greatest strengths are its multicultural teams and combination of regional integration, local expertise, and long-term vision. Unlike other competitors operating within a single market, Cementis has built a truly regional platform spanning five island economies, enabling the company to optimise logistics, transfer expertise, accelerate innovation, and create synergies that improve operational efficiency and customer service. ☛



A prime differentiator for the business lies in its strategic transformation.

“Historically, the cement industry has competed largely on production capacity and price. Our roadmap deliberately moves beyond this model. We are shifting from products to integrated construction solutions, from volume to value, from commodity markets to technical specifications, and from reacting to market demand to actively shaping it,” he explains.

“Ultimately, we do not simply want to be recognised as the largest cement supplier. We want to become the preferred technical partner for everyone involved in designing and building the infrastructure of tomorrow.”

INNOVATION AT THE CORE

Responsibility is deeply embedded in Cementis because the infrastructure the company helps to build will serve communities for generations.

“Every day, our products contribute

CEMENTIS' PARTNERSHIP WITH PENETRON

A key milestone in Cementis' transformation has been its strategic partnership with Penetron in 2025, a global leader in crystalline waterproofing technology and advanced concrete durability solutions. Through its regional partner, Penetron (Mauritius) Ltd., Cementis has gained access to world-class waterproofing expertise, enabling the group to expand its portfolio beyond traditional cement products and deliver greater value to customers across the Indian Ocean.

The flagship achievement of this collaboration is the development and launch of BAOBAB PRO-TECH+, the region's first cement with PENETRON ADMIX technology already incorporated into the product. This innovative solution simplifies construction by providing integral waterproofing directly within the cement, improving durability, extending the lifespan of structures, and reducing maintenance requirements.

By combining Cementis' regional manufacturing expertise with Penetron's internationally recognised technology, the partnership represents a significant step forward in delivering high-performance, sustainable construction solutions tailored to the unique challenges of island environments faced by small and medium-sized contractors.



to the construction of schools, hospitals, roads, bridges, and homes throughout the Indian Ocean. That gives us a responsibility that extends well beyond manufacturing cement. Our vision is based on a simple conviction: long-term economic performance and environmental responsibility must progress together,” Straub details.

Across its operations, Cementis has already made important decisions that reflect this philosophy, with a prime example being its transition from polypropylene bags to kraft

paper bags across Mauritius, Réunion, and Mayotte. In parallel, the company is investing heavily in lower-carbon cements, industrial efficiency, responsible sourcing, and innovation.

Beyond environmental initiatives, Cementis is prioritising employee development, governance, safety, and technical expertise because sustainable companies are built on strong people as much as strong industrial assets.

Additionally, the company is embarking upon a variety of initiatives which illustrate the transformation

taking place across the business.

“One of the most strategic initiatives is the development of new grinding and blending facilities in Mayotte. These projects will enable us to manufacture multiple cement grades locally whilst significantly reducing clinker consumption through the incorporation of locally available mineral components. This will represent both an environmental and economic opportunity,” expands Straub.

In Mauritius, Cementis continues to invest in upgraded and highly efficient bagging facilities, digital commerce, artificial intelligence (AI), and value-added construction products that extend its offering beyond traditional cement. Meanwhile, in Réunion, the company is focusing on developing specialised mortars and supporting major infrastructure projects through innovative, low-carbon solutions.

Finally, in Seychelles, it is strengthening logistics infrastructure, modernising industrial facilities, and expanding the distribution network to improve customer service.

“Collectively, these investments are aligned with one strategic objective – transforming Cementis from a cement supplier into a regional construction solutions company,” he notes.

SHAPING THE FUTURE

As Cementis continues to look towards the future, the company recognises that sustainability is no longer a separate corporate social responsibility (CSR) initiative; it has become one of the fundamental drivers of its business strategy.

In 2024, Cementis became one of the first building materials companies in the Indian Ocean to complete a comprehensive carbon assessment covering all of its operations.

“This gave us a detailed understanding of our direct and indirect emissions, energy consumption, and logistics footprint, ➤



“ULTIMATELY, WE DO NOT SIMPLY WANT TO BE RECOGNISED AS THE LARGEST CEMENT SUPPLIER. WE WANT TO BECOME THE PREFERRED TECHNICAL PARTNER FOR EVERYONE INVOLVED IN DESIGNING AND BUILDING THE INFRASTRUCTURE OF TOMORROW”

- URS STRAUB, GROUP CEO, CEMENTIS GROUP

enabling us to identify where we can achieve the greatest reductions,” Straub recalls.

In Réunion, Cementis is currently the only cement manufacturer offering a locally produced CEM-V cement incorporating slag and pozzolanic materials. The blended cement technology has been successfully used throughout Europe for many years and combines excellent mechanical performance with approximately 30 percent lower carbon emissions compared with

traditional cement production.

This is not an experimental product; it is fully CE and Norme Française (NF) certified, carries the PM-ES designation for marine and sulphate-resistant environments, and has already been selected for major construction projects including residential developments for Icade and the future Lycée des Métiers de la Mer in Réunion.

“This demonstrates that environmental performance and technical excellence are not



CEMENTIS' PARTNERSHIP WITH HOLCIM SPAIN

Another key step in Cementis' strategy to expand its value-added solutions has been its partnership with Holcim Spain, a recognised expert in the development of high-performance mortars and construction systems. Backed by decades of international experience and a strong culture of innovation, Holcim Spain has developed one of the industry's most comprehensive mortar portfolios, combining technical expertise with solutions tailored to every stage of the construction process.

Through this collaboration, Cementis has developed the C'MIXÉ range, now available across its five island markets. The portfolio includes tile adhesives, levelling, and finishing products, as well as a selection of technical mortars designed for applications such as structural repair, grouting, and waterproofing, enabling customers to address both everyday construction needs and more demanding technical projects.

By combining Cementis' regional manufacturing and distribution capabilities with Holcim Spain's internationally recognised know-how in mortar technology, this partnership strengthens Cementis' ability to deliver reliable, high-quality solutions adapted to the specific requirements of construction across the Indian Ocean. It reflects Cementis' commitment to making world-class expertise accessible to builders and contractors throughout the region.



mutually exclusive. On the contrary, they reinforce one another,” he emphasises.

Equally, Cementis’ strategic roadmap is centred around one clear ambition – transforming the company into the leading provider of sustainable construction solutions across the Indian Ocean. Over the coming years, it will invest in market

intelligence, commercial excellence, customer experience, and innovation whilst expanding its portfolio of lower-carbon products.

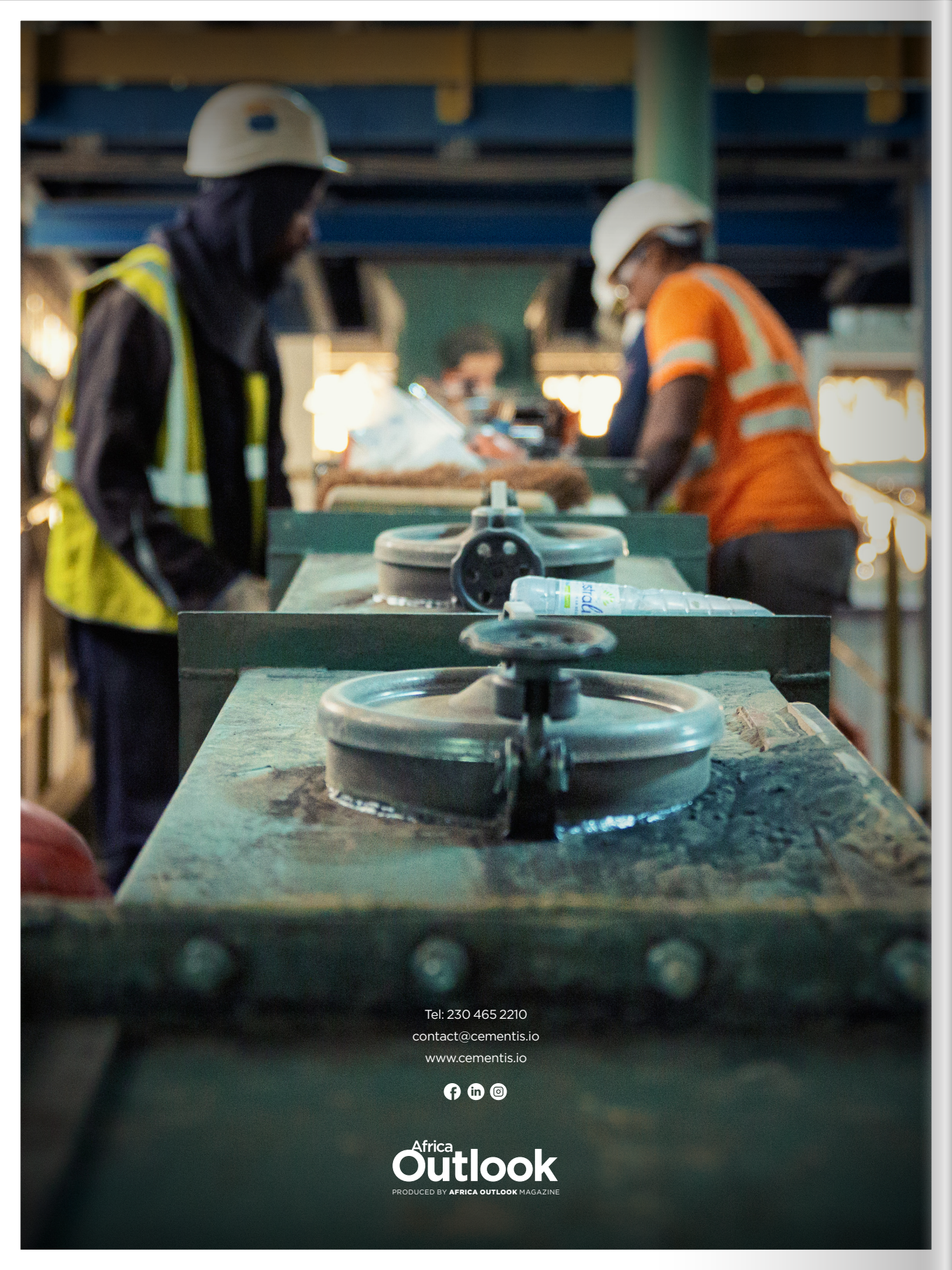
An important milestone will be the deployment of additional blended cement technologies across the company’s territories. At the same time, it will expand local blending capabilities in Mayotte and Comoros,

increasing the use of regional mineral resources, strengthening its research laboratories, and accelerating the development of innovative products and services.

“Ultimately, our objective is not simply to reduce carbon emissions. It is to demonstrate that sustainable construction can simultaneously deliver greater technical performance, longer infrastructure life, and stronger economic value for our customers and communities,” proudly concludes Straub. ¹⁰



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