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Chip Mong Insee positioned for further growth with launch of new Camel cement brand

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Chip Mong Insee Cement Corporation is capitalising on Cambodia's rapid growth, having recently refreshed its product offering with the launch of the new Camel Cement brand.

Against the backdrop of exciting growth and development, Chip Mong Insee will soon produce Camel Cement right here, in Cambodia.

Speaking at the launch of the rejuvenated Camel Cement brand this week, Chip Mong Insee Cement Corporation CEO Aidan Lynam said the facelift emerged after undertaking a customer insights survey earlier this year to help understand more deeply what the needs of the customers are.

"We are going to tune the product more closely to the customer needs," he said.

"The product availability will now be greatly enhanced because the essence of what we're doing is moving our manufacturing point much closely to the consumer in the sense that before the product had to be imported from overseas. Last but not least in the manufacturing plant which we're building, we'll be able to fine tune the product a lot easier than when we were importing from its existing source."

In line with the launch of the new brand, Chip Mong Insee is about to commission its brand-new cement plant in Touk Meas, Kampot. With a capital investment of US\$262 million, the manufacturing facility for the Camel brand of cement will be Cambodia's largest single line, and will help to alleviate the Kingdom's dependency on imported cement products.

With construction ahead of schedule, Lynam expects the company will be ready to put the first batch of cement out to market by year end.

"After that we'll then ramp the large plant up to get it completely stabilised at the efficiency levels we would run it out for a long-term future which will take about three to four months," he said.

With the new look and spirit of the Camel Cement brand now in full swing following a busy period reshaping the logistics, distribution and commercial systems, Chip Mong Insee Cement Corporation Chairman Leang Meng said the company was more committed than ever to its customers and trade partners.

"I can assure you that Camel Cement will continue to be the best local brand, a solid cement brand that every Cambodian can be proud of," he said.

Alongside its operational commitments to Cambodia, Chip Mong Insee Cement Corporation is also taking its activities on the corporate social responsibility front seriously.

Displaying its long-term ambitions to the country and the people of Cambodia, the company will help train and upskill the next generation of talent from the local community via its enterprise-driven vocational education system.

"The program takes students who are graduating from high school and we put them through a three-year apprenticeship system" Lynam said

three year apprenticeship system, Lynam said.

"At the end of three years, they then have the choice whether they want to join us or they're with us on a studying basis, but they will be fully-fledged with a diploma which is accredited by the



Post-Modern College of Cambodia."

The Elements Condominium, Level 7

With the Cambodian market showing signs of robust growth, Lynam said the future was very

high for Rijkman Insee Cement Corporation.

Sangkat Chak Angre Krom, Khan Meanchey

"We have the GDP per capita growth and the population growth which is needed to proper

cement demand along," Lynam said, adding "we believe that this growth is going to continue."

There is a possible shortage in the staff in the moment. I think the future is extremely bright."

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