

HeidelbergCementGroup Chairman visits Bangladesh

Dr. Bernhard Scheifele, chairman of the managing board of HeidelbergCement Group, came Bangladesh on May 31, 2010. The purpose of the trip was to inaugurate the ground-breaking ceremony of third grinding unit of HeidelbergCement Bangladesh Ltd. factory, located at Patenga, Chittagong as well as to gain an in-depth understanding of consumer insight, sales distribution channel, brand communications, and brand image of RubyCement. Head of Asia-Oceania region of HeidelbergCement Group, Dr. Albert Scheuer accompanied him.

Production capacity of Chittagong plant will be enhanced 2,100 metric tones per day after successful completion of the third unit within next twelve months.



Chittagong Plant Visit



Meeting with Bangladesh Management Team



Meeting a Cement Retailer at Chittagong



At the Office of Moulana & Sons, Diamond Category Dealer, Chittagong



Meeting with German Ambassador H.E. Mr. Holger Michael