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READY MIXED CONCRETE INDUSTRY INNOVATION IN LATIN AMERICA: A region approach

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Abstract

Latin America is a region with more than 550 million people, producing near to 110 million of cubic meters of concrete. The highly informal construction has been affected during the last 30 years, the development of the ready mixed concrete industry. Several companies are operating in the area, including global, regional and local producers, innovating to increase the ready mixed concrete market, using new tools like internet and old tools like training to assume the challenges of the actual customers.

From the development of Environmental Product Declaration of the new Mexico's Airport (that will be one of the busiest in the world) and a pilot program to implement the Responsible Sourcing of Concrete program in the region. to the online sales for small customers, our industry has been innovative applying world-class practices adapted to our market. On another chapter, several companies had established gender-equality programs to retain and attract women as a labour force to our business.

In the technical field, concrete is the most common construction material in the area and several key projects has been developed in the last years, showing how the ready mixed concrete industry of Latin America is capable of develop land-mark constructions.

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