

FINAL INTERNSHIP REPORT

September 9
2011

Internship in Sustainable Development
Period: June through August 2011
Personnummer: 19840413-5389

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INTRODUCTION

The following report describes the activities carried out during a 12-week, full-time internship at the INTER-AMERICAN CEMENT FEDERATION FICEM-APCAC. The document contains information about the organization and the responsibilities performed throughout the period between June and August 2011. More than a plain account of tasks, the objective of this text is to reflect upon the experiences collected during the internship from the perspective of a MSc student in Sustainable Development.

The first part of the report offers an overview of the organization, followed by the working plan initially agreed upon with the Federation and approved by the University of Uppsala as a suitable internship. Following, it proceeds to describe in some detail the most relevant projects carried out and their respective analysis. Finally, the report wraps-up with a few closing remarks and conclusions from the experience.

1. THE INTER-AMERICAN CEMENT FEDERATION (FICEM-APCAC)

The Inter- American Cement Federation is an organization based in Bogotá, Colombia. The Federation represents and coalesces 42 Cement Groups, 76 Companies and 221 Cement plants adding up to 10% of the

global cement production –excluding China- in 25 countries. Among its members are also 21 Cement Institutes, Chambers and Associations in 16 countries. The map below show the coverage span of the organization:



Illustration 1: Members, Inter-American Cement Federation
 Courtesy: Inter-American Cement Federation

The mission of the Federation is to *“Encourage the exchange of experiences and promote initiatives to drive the sustainable development of the Cement Industry.”* The Federation’s stated objectives are¹:

- The promotion of sustainable development of the industry and the region.
- The promotion of good competition practices.
- The strengthening of their representation before multilateral organisms, authorities and the society.

¹ FICEM-APCAC. “Que es Ficem-Apcac?.” <<http://ficem-apcac.org/ficem.html>>. Accessed September 9, 2011.

- The generation and dissemination of knowledge and experiences with its members and similar organizations.
- The promotion of the advantages of cement-based construction systems.

In concrete, much of the Federation activities relate to networking and the organization of Forums, Congresses and Assemblies that open up the opportunity for its associates to address issues and concerns related to the organization's fields of action. In the last two years, and inspired by the World Business Council for Sustainable Development's *Cement Sustainability Initiative*, the Federation has concentrated much of its efforts and built its strategic agenda around co-processing, climate change and the cement industry in Latin America, Portugal and Spain.

2. WORKING PLAN

The main project to be carried out during the internship between June 2011 and August 2011 was the organization of a trade exhibition for technology suppliers for the Latin American cement industry, particularly those located in America and Europe. The exhibition is held on a yearly basis within the framework of the Technical Congress FICEM-APCAC. This year, the congress celebrated its XXVIII edition in Sao Paulo, Brazil. As responsible of the trade exhibition I was in charge of all the marketing, sales, customer service and logistics activities involved in the organization. As expressed by my internship supervisor

at the Federation, Liliana Silva – PR director, it was expected from me to strengthen relations with participating suppliers and magazines from previous years as well as expanding the participation base by contacting new potential participants, exhibitors and sponsors.

Although the main and most important responsibility to be taken care of was the organization of the trade show, on the course of the internship I was involved in other activities concerning not only the Technical Congress, but also other fields of action, projects and activities described in the following pages.

3. XXVIII TECHNICAL CONGRESS

As explained before, the Technical Congress is held on a yearly basis. It is a fixed date in the agenda of many production and technology managers from member cement companies in the Iberian-American region and technology suppliers from all over the world. The event has two major purposes: first, the exchange of best practices in production, quarry restoration, environmental stewardship, organizational health and safety and other technical topics and sharing of state-of-the-art related technology. Second, to provide a marketplace for technology buyers and suppliers, creating attractive business and networking opportunities.

As briefly stated above, my main responsibility was to take care of the trade exhibition that takes place within the framework of the Technical

Congress. The show room is one, if not the main, source of financing the event. Throughout the three months spent at the Federation I made contacts, sold the exhibition spaces and sponsorship packages, coordinated the promotion material for the exhibitors, followed-up merchandise deliveries, participant's registrations, programs for spouses, payments, the social agenda, the academic program (including paper call) and the congress' website.

Naturally, I did not carry out all these activities by myself. Spite of its regional coverage, the actual staff of the Federation are only four women: the accountant, the secretary the PR Director and the General Director. Most of the activities are outsourced including the administration of the website and the production of the booths and other material required for the celebration of the event. In order to accomplish my tasks I largely depended on good communication, coordination and leadership skills as well as the timely cooperation of my partners located in Sao Paulo, Brazil and Cali, Colombia. It was not always easy to respond to the exhibitor's requests with the desired promptness and some confusion took place a couple of times due to operative and linguistic misunderstandings (with the Brazilian partner). Nevertheless, these were minor obstacles and the outcomes are very positive so far, according to the feedback received from some clients to this day.

As a Sustainable Development student with a background in International Business Management the organization of such an event was for interest to me because, from a business perspective, the case of the Technical

Congress is a very illustrative example of how, under the motto of *Sustainable Development*, an organization focuses its agenda (not only for the congress but also of much of its main networking activities) on related topics which are of priority to its members. Through events like these the private sector addresses key issues such as co-processing and CO₂ emissions sharing best practices and state-of-the-art technology application and thereby attempt at improving their performance and minimizing the negative effects of their operations on people and the natural systems.

4. OTHER ACTIVITIES

Although the main and most important responsibility to be taken care of was the organization of the trade show, on the course of the internship I got involved in other activities concerning not only the Technical Congress, but also other fields of action, projects and activities. I was assigned the translation of some brochures and material for upcoming events, of a report on mercury emissions in the cement industry and of the anti-trust protocols implemented by the CEMBUREAU (the equivalent of the Federation in Europe) during their General Assemblies.

I was also requested to make an analysis and consolidation of the results of the first survey on co-generation practices and legal regulations for

cement plants in Latin America and with the review of the Spanish version of the PwC-FICEM-CSI “getting the numbers right project” contract.

These additional tasks provided me with (new) technical aspects of interest. In particular, the analysis of sustainability reports and consolidation of key performance indexes was a challenging task but also a good opportunity to learn the facts and implementation of reporting and corporate transparency from the perspective of different companies as opposed to the recommendations issued by organisms like the World Business Council for Sustainable Development. As a Sustainable Development Student, this was a quite valuable experience from a learning perspective, as it required intensive research of technical information on my own in order to understand and be able to critically assess the reports handed to me and, from that, elaborate and present a consolidated brief for the General Director. The completion of this task also raised some issues regarding business approaches regarding corporate social responsibility on the one hand, and data aggregation and the Global Reporting Initiative (GRI) on the other hand.

5. CLOSING REMARKS

The organization of the event, and in general working at the Federation, provided interesting insight of how is Sustainable Development interpreted and addressed by large corporations and other organizations

such as the World Business Council for Sustainable Development - WBCSD-.

Simultaneously, it was a good opportunity to put in practice and develop further negotiation and organizational skills and refresh some concepts in finances and logistics required for the organization of the event.

Last but not least, it was a great opportunity for developing personal networking activities and making contacts which may prove of value in the near future and to work with a fantastic team of very hard-working ladies.

The present document may be uploaded as reference material for Sustainable Development students at the Uppsala University Student Portal.

Clara Ruiz

Stockholm, September 9, 2011

ANNEX 1: TECHNICAL CONGRESS FLYER



XXVIII

Technical Congress FICEM - APCAC

SOUTH AMERICA - BRASIL - SAO PABLO, 5 - 8 September 2011 - Caesar Business São Paulo Faria Lima



"Don't miss it,
Save the date".



Ponte Estaiada Octavio Frias de Oliveira, courtesy SNIC.



Share best practices related to sustainable cement production in Latin America



Technical presentations by international experts on sustainability and the cement industry from Latin America, the US and Europe



Trade show featuring the latest products and technology for cement production in Latin America



Technical visit to the ABCP, the main research and technology development center for the Brazilian industry in production and cement quality control, energy efficiency, use of alternative fuels and concrete durability



Technical visit to the Votorantim Cimentos production plant



Complimentary pass to the Concrete Show

The main cement producers in South, Central America and the Caribbean are looking for the best technology suppliers to optimize their plants costs and efficiency.



AUDIENCES

- Corporate technical managers
- Environmental managers
- Research and development managers
- Plant managers
- Process engineers
- Technology suppliers for cement production

Organizer: 

Partners:  Associação Brasileira de Cimento Portland

Brazilian Associates:  SNIC

Camargo Correa	Ciplan
Cimentos Nassau	Holcim
Cimpor	Itambo
Cimentos Liz	Lafarge



CONCRETE SHOW 2011

SOUTH AMERICA - BRAZIL - SÃO PAULO

31 AUGUST - 2 SEPTEMBER

CENTRO DE EXPOSIÇÕES IMIGRANTES

REGISTRATION, FEES AND MORE INFORMATION

www.congresotecnico2011.com



ANNEX 2: PRINT SCREEN - TECHNICAL CONGRESS WEBSITE

The screenshot shows a web browser window displaying the website for the XXVIII Technical Congress. The browser tabs include Phoenix, iGoogle, FOOD by Andreas, and TECHNICAL CONGRESS 2011. The address bar shows the URL congresotecnico2011.com/ing.html. The website header features the title "XXVIII TECHNICAL CONGRESS" and the dates "September 5 through 8, 2011 São Paulo - Caesar Business São Paulo Faria Lima". It also includes language options (English, Español, Portugues) and logos for the organizing body (FICEMAFPCAC) and the host city (São Paulo).

A left-hand navigation menu lists various sections: Home, Host Country and City, Philosophy, Program, Registration form, Speaker, Guest Tours, Leisure Activities, Pre and post tours, Venue Hotel, and Additional Information.

The main content area is titled "SPONSORS" and "EXHIBITION AND SPONSORSHIP OPPORTUNITIES". It provides contact information for Juanita Ruiz and Antonio Royet. Below this is a floor plan diagram showing the layout of the conference rooms and entrance points.

The floor plan includes the following details:

- Entrada - sala de conferencias: A row of rooms numbered 9, 8, 7, 6, 5, 4, 3.
- Entrada - sala de almuerzos: A row of rooms numbered 2, 1.
- Entrada: A central entrance point.
- Additional rooms: A grid of rooms numbered 19, 18, 17, 16, 15, 14, 13, 12, 11, 10, 30, 29, 28, 27, 26, 25, 24, 21, 20, 31, 32.
- Activities: "Cóctele Tee Break" and "Coffee" are indicated near the floor plan.

On the right side, there is a vertical "SPONSORS" section featuring logos for GE (with the tagline "GE imagination at work") and PANalytical.

The Windows taskbar at the bottom shows the system tray with the date and time (03:24 p.m.), battery level (34%), and network status. The taskbar also displays several open applications, including a search bar and various utility programs.