

CEMEX SAB DE CV  
Form 6-K  
July 31, 2008

=====

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

---

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 or 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

---

Date of Report: July 31, 2008

CEMEX, S.A.B. de C.V.  
(Exact name of Registrant as specified in its charter)

CEMEX Corp.  
(Translation of Registrant's name into English)

United Mexican States  
(Jurisdiction of incorporation or organization)

Av. Ricardo Margáin Zozaya #325, Colonia Valle del Campestre  
Garza García, Nuevo León, México 66265  
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form      X                      Form  
20-F                              40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes                      No      X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

N/A

=====



Media Relations  
Jorge Pérez  
(52-81) 8888-4334

Investor Relations  
Eduardo Rendón  
(52-81) 8888-4256

Analyst Relations  
Luis Garza  
(52-81) 8888-4136

CEMEX REACHES AGREEMENT ON THE SALE  
OF AUSTRIAN AND HUNGARIAN OPERATIONS

MONTERREY, MEXICO, July 31, 2008 – CEMEX, S.A.B. de C.V. (NYSE: CX), announced today that it has reached an agreement to sell its Austrian and Hungarian operations to Strabag SE, one of Europe’s leading construction and building materials groups, for €310 million Euros (approximately US\$485 million dollars). Closing of the transaction is subject to approval from regulatory authorities and Strabag's supervisory board.

Proceeds from the sale will be used to reduce debt.

Morgan Stanley acted as financial advisor to CEMEX in this transaction.

CEMEX is a growing global building materials company that provides high-quality products and reliable service to customers and communities in more than 50 countries throughout the world. CEMEX has a rich history of improving the well-being of those it serves through its efforts to pursue innovative industry solutions and efficiency advancements, and to promote a sustainable future. For more information, visit [www.cemex.com](http://www.cemex.com).

###

This press release contains forward-looking statements and information that are necessarily subject to risks, uncertainties, and assumptions. Many factors could cause the actual results, performance, or achievements of CEMEX to be materially different from those expressed or implied in this release, including, among others, changes in general economic, political, governmental and business conditions globally and in the countries in which CEMEX does business, changes in interest rates, changes in inflation rates, changes in exchange rates, the level of construction generally, changes in cement demand and prices, changes in raw material and energy prices, changes in business strategy, and various other factors. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described herein. CEMEX assumes no obligation to update or correct the information contained in this press release.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, CEMEX, S.A.B. de C.V. has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

CEMEX, S.A.B. de C.V.  
(Registrant)

Date: July 31, 2008

By: /s/ Rafael Garza  
Name: Rafael Garza  
Title: Chief Comptroller