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## Final report

### Largest Indian Ceramics ever attracts high-quality visitors

- Highest-quality international visitors and decision-makers attend fair
- New Hall D very well received

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Over 5,500 visitors from India and emerging international markets attended Indian Ceramics 2015, that took place from January 21–23 at the Gujarat University Exhibition Center in Ahmedabad. The trade fair witnessed an increase in the number of international visitors and key decision-makers.

A total of 161 exhibitors showcased their products and solutions in two exhibition halls. India accounted for 45 percent of exhibitors, Italy for 22 percent, China and Hong Kong for 18 percent of exhibitors, and 15 percent of the exhibitors came from other European countries.

“This year we noticed more visitors from emerging markets. We are getting to know their needs and helping to meet their requirements. Indian Ceramics is a great platform for high-ranking decision-makers,” said **Kamal Kumar, Manager —India Operations, Modena Technology Ltd.**

**Managing Director of SACMI Impianti India, Anand Pande** added, “Indian Ceramics 2015 is the perfect platform for us to network with our foreign counterparts. Ours is the biggest company in the ceramics industry, and the response we received during the past few days was tremendous.”

“The second edition of Indian Ceramics under the supervision of MMI India was very well received among exhibitors and visitors alike. The new Hall D in particular and the resulting change in the flow of visitor traffic were highly praised,” emphasized **Gerhard Gerritzen, Deputy Managing Director Messe München.**

According to **Bhupinder Singh, Deputy CEO, MMI India Pvt. Ltd**, “We are very proud that we and our exhibitors have increased the quality and internationality of the visitors. The latest technologies were on display to keep visitors abreast with the rapidly changing innovations.”

“Decision-makers are very important for us to generate business, and Indian Ceramics 2015 gave us an opportunity to network with them,” confirmed **Dr. Chandresh Agarwal, Managing Director, IMERYS Ceramics**.

The Innovation Exchange that was held in conjunction with the trade fair was a unique platform for the show's participants, industry think tanks and consultants alike. It gave attendees meaningful insights into current trends as well as new and emerging technologies. As a backdrop, the All India Pottery Manufacturers Association also held their Annual General Meeting benefiting the industry.

“We are proud to be an indispensable part of the Indian Ceramics success story,” said **Gian Paolo Crasta, Marketing Manager —Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC)**.

“Since MMI India acquired Indian Ceramics, we have witnessed a clear increase in quality from event to event. This is the most important platform when it comes to overcoming the challenges facing the heavy clay industry in India. Indian Ceramics is our show!” concludes **Dries van Hapert —Chairman, European Ceramic Technology Suppliers (ECTS)**.

**The next edition of Indian Ceramics takes place at the same venue from February 23–25, 2016.**

#### **About Indian Ceramics**

Indian Ceramics is the leading trade fair of its kind. With an annual attendance of over 5,000 visitors, from over 30 countries, the exhibition has become the most exciting event for the industry; positioning suppliers of technology and raw materials right at the beating heart of the fastest growing ceramic and heavy clay industries anywhere in the world.

More information on: <http://www.indian-ceramics.com/>

**About MMI India**

As part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India. The events organized by MMI India are electronica India, productronica India, drink technology India, LASER World of PHOTONICS India, Intersolar India, India Automation Technology Fair, IFAT India, analytica Anacon India and Indian Ceramics. In the coming years MMI India Pvt. Ltd. will include more verticals keeping in mind its international expansion strategy.

**Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.