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**Final Report**

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## **Largest exhibition for the ceramics industry in Southeast Asia**

- **Indian Ceramics and Ceramics Asia co-locate successfully**
- **More exhibitors and more visitors**
- **More international delegations**

With 235 exhibitors from 14 countries and more than 6,350 visitors from 36 countries, the co-location of Indian Ceramics and Ceramics Asia 2016 proved to be extremely successful when these two events were held at the Gujarat University Exhibition Centre from March 2 to 4, 2016.

Gerhard Gerritzen, Member of the Management Board, Messe München GmbH, and Amen Liao, President of Unifair Exhibition Service Co., Ltd., were delighted with this outstanding result. "The high expectations of the co-location were totally fulfilled. Both organizations demonstrated enormous commitment and offered exhibitors and visitors the best possible trade fair service. The anticipated synergy effects in regard to internationalization and the expansion of the exhibition program took place. Our cooperation proved very worthwhile."

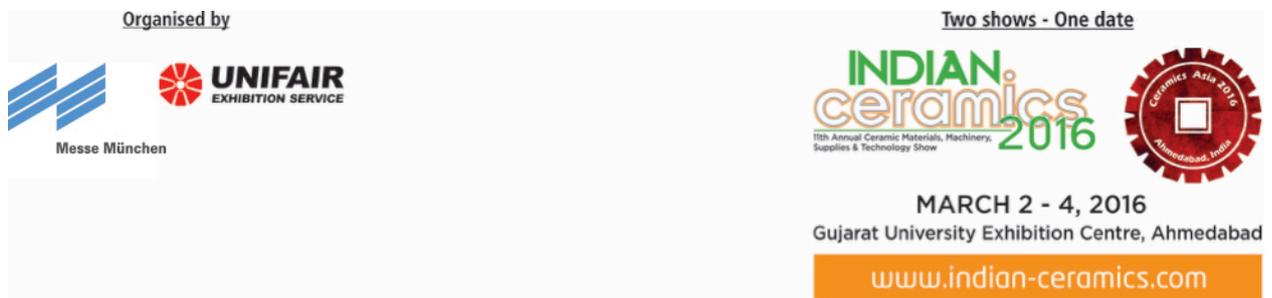
Igor Palka, COO and Member of the Management Board of Messe München India and Ken Wong, General Manager, Unifair Exhibition Service Co., Ltd., concurred: "India is the world's fastest growing ceramics market. Gujarat alone is responsible for more than 70 percent of the total production of ceramics in India. Ahmedabad is therefore the ideal venue for the co-location of Indian Ceramics and Ceramics Asia, as well as the key to the Indian ceramics market. We are happy to also continue this success story in future."

### **MMI India Pvt. Ltd.**

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The additional hall, which increased the amount of exhibition space by 4,000 square meters, also met with a very positive response.

Mr. Yang Xuexian, General Manager of Foshan Henglitai Machinery Co. Ltd, commented, "Participating in Indian Ceramics and Ceramics Asia 2016 has been a valuable experience. The trade fairs appear to be the largest in their sector with a good visitor turnout while the co-location has definitely been an advantage."

235 exhibitors presented their products and solutions in two exhibition halls at the Gujarat University Exhibition Centre in Ahmedabad. The largest proportion of international exhibitors came from China with almost 90, followed by Italy, Germany and UK. The trade fair recorded a rise in the number of international visitors and top decision-makers. The highest number of international visitors came from China, Sri Lanka and the Middle East.

"This is our first year of participation and we are overwhelmed with the response we received. This is the only platform to meet new potential customers and international buyers.", said Rajiv Shah, Managing Director of Rajiv Cera Impex.

Gian Paolo Crasta, Marketing Manager of the Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC), commented, "We are satisfied with the trade fairs. The organization was first class. The trade fairs have grown much larger compared with last year. The co-location is a very good decision for the industry and we are looking forward to taking part next year."

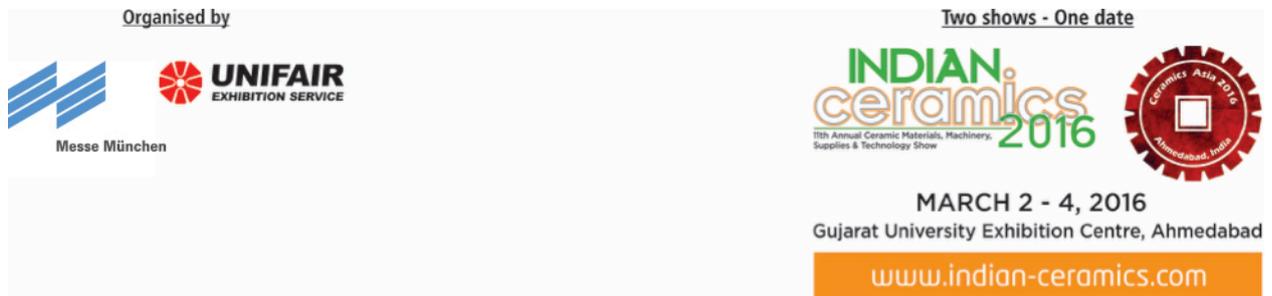
The supporting program was very well accepted and attended. The Innovation Exchange, held concurrently with Indian Ceramics and Ceramics Asia 2016, was an unique setting for the trade fair participants, the think tanks and consultants in the industry. The participants gained insights into the latest trends and new and innovative technologies. In particular, intensive discussions were held regarding the topics of raw

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material processing, sustainability in the ceramics industry and emerging trades.

The next “Two shows – One date”, Indian Ceramics and Ceramics Asia will be held from March 1 to 3, 2017 at the same venue in Ahmedabad.

#### **About Indian Ceramics**

Indian Ceramics was held for the eleventh time between March 2 and 4, 2016 at the Gujarat University Exhibition Centre in Ahmedabad. As the leading show for suppliers to the ceramics industry, this event covers the entire spectrum of classic ceramics from raw materials through to technical ceramics. Indian Ceramics 2016 attracted around 235 exhibitors, each of them showcasing their products, services and innovations to a trade audience of over 6,100 visitors. Indian Ceramics 2016 – powered by ceramitec – is organized by MMI India Pvt. Ltd, a subsidiary of Messe München International.

#### **About Ceramics Asia**

Ceramics Asia has been successfully organized three times since 2012. It has become the most anticipated event in the ceramics industry in India. The exhibition has a total area of 5,000 m<sup>2</sup> with over 100 exhibitors from China, India and other countries. It covers the entire spectrum of the ceramics industry chain from machinery and raw materials through to technology, and attracts visitors from India and local and neighboring countries. With the official support of local Indian and Chinese associations, Ceramics Asia has proved to be the strongest event in the Indian ceramics industry. It bridges the platform between India and the rest of the world.

#### **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. was established to provide Messe München with timely and competent organizational support for its increasing involvement in India. The events organized by MMI India are analytica Anacon India, electronica India, productronica India, drink technology India, LASER World of PHOTONICS India, Intersolar India, India Lab Expo, IFAT India and Indian Ceramics. In the coming years MMI India Pvt. Ltd. will include more verticals keeping in mind its international expansion strategy.

#### **About Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

#### **About Unifair Exhibition Service Co., Ltd.**

Established in 1992, Unifair Exhibition Service Co., Ltd. is one of the pioneering professional exhibition organizing service enterprises in China. It has already organized and staged over 40 world-class exhibitions in different industrial sectors. We have a very strong and innovative team of experienced professionals with an exhibition management and organizing background, as well as huge customer resources, optimal marketing channels and complete service. UNIFAIR is the official organizer of CERAMICS CHINA in Guangzhou, which is the world's most influential and important ceramics exhibition offering customers and buyers extraordinary business opportunities.

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