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Final report

More space, more exhibitors, more visitors

Indian Ceramics & Ceramics Asia 2017 sets new records

- **More than 30 percent more exhibition space**
- **Growth in exhibitor's participation by 15 percent**
- **7,100+ visitors, an increase of more than 12 percent**

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Indian Ceramics & Ceramics Asia, in their second edition as co-located event, set new records by bringing 7,100 trade visitors and 283 exhibitors together at the Gujarat University Exhibition Centre in Ahmedabad, Gujarat, from March 1 to 3, 2017. Exhibitors and visitors were extremely satisfied with the presentation of technologies and the accompanying events. Increases were recorded in all important areas—the number of visitors, the number of exhibitors and the total amount of exhibition space, and companies showcased over 400 brands of machinery, raw materials, innovative solutions and technologies for the ceramics industry. Exhibitors included domestic and international companies such as Ashapura Minechem, Astron Zircon, Cretaprint, Daga Mines & Minerals, De Boer Damle, Imerys, Foshan DLT Technology, Floorex, Monte-Bianco Diamond Applications, Sabo, SACMI, SITI, Sol Inks and Torrecid.

Gerhard Gerritzen, Member of the Management Board at Messe München, and Amen Liao, President of Unifair Exhibition Service, are encouraged by the success of this event. "Thanks to these results, we have set a milestone. Indian Ceramics & Ceramics Asia has established itself as number one for the ceramics industry in the Asian region. Increases in all areas do an impressive job of confirming that this is an indispensable platform for the ceramics industry."

After China, Italy accounted for the second-largest contingent of exhibitors, and Emilio Benedetti, Vice President of ACIMAC (Association of Italian Manufacturers of Machinery and Equipment for Ceramics) and CEO of LB Officine Meccaniche, was very positive about the

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Two shows - One date



results of this year's exhibition: "The cooperation between Indian Ceramics and Ceramics Asia was the right decision and had already fruitful results in the last year. The exhibition is an important showcase to show our technologies to the Indian Market. This year the quality of the trade fair increased and we are satisfied about the number and quality of visitors."

Most visitors were decision-makers

Indian Ceramics & Ceramics Asia was larger than ever, occupying 12,000 square meters of space, an increase of more than 30 percent. The exhibition also set a new record in the number of visitors: For the first time ever, more than 7,100 visitors attended the exhibition. According to Igor Palka, COO of Messe München India, and Ken Wong, General Manager of Unifair Exhibition Service: "Significant economic growth in India is the driving force behind these increases. Demand for high-quality products in the ceramics industry is on the rise. Corresponding machines and systems are needed to manufacture these products, and they are available here." Exhibitors not only praised the further increase in the number of exhibitors, but above all their professionalism and the positions they hold at their companies. "We met the right buyers from the ceramic building material and architecture sector, who attended to witness innovative solutions," said Dhananjay Singh, Marketing Manager, Torrecid India. He added: "We are happy to present our products at Indian Ceramics & Ceramics Asia, which proved to be a great platform for all ceramic manufacturers in the country."

First-rate supporting program

Besides the exhibition, visitors attending Indian Ceramics & Ceramics Asia also enjoyed a first rate program of conferences and related events about the latest research results, trends and recommendations for day-to-day operations. As a result, Indian Ceramics & Ceramics Asia further strengthened their role as an expert forum and knowledge hub. The Innovation Exchange Forum received a great deal of attention and was very well received on all three days of the exhibition. Well-known representatives of the ceramics industry made 30-minute presentations and discussed challenges and future concepts for the Asian market. On behalf of the other

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speakers and attendees, K.D. Sanghavi from Interkiln Industries Limited summed things up as follows: "We are keen to understand the market dynamics, current trends and meet potential buyers. By participating at Indian Ceramics, we have been able to meet all our participation objectives. We also attended the Innovation Exchange Forum, cfi – Ceramics Forum International and brick industry workshop and found it highly informative and relevant to our business."

Other new events on the agenda such as the Buyer-Seller Forum, which was organized by Indian Ceramics & Ceramics Asia for the first time ever, generated huge interest and reported strong participation. Top decision makers conducted over 150 face-to-face meetings with the exhibitors. Among many others, the following companies participated as buyers: Roca Bathroom Products, Kohler India Corporation Ltd., Soka Ukrain, Cera Sanitaryware, Paradise Sanitaryware.

Another popular event was the iBaRT (*India Brick and Roof Tile Exhibition*) Workshop titled "Mechanization of Traditional Indian Clay Brick Industry: Challenges and Opportunities", which focused on the current and future significance of the heavy clay sector, one of the industry's key segments. One of the leading supplier of machinery and installations for Brick Industry, Anand Damle, Managing Director of De Boer Damle Indian Private Limited, said: "At Indian Ceramics & Ceramics Asia we met potential customers and displayed our new technology. We also attended the brick workshop where we learnt latest trends and market knowledge."

Indian Ceramics & Ceramics Asia is organized by Messe München India, a subsidiary of Messe München, and Unifair Exhibition Service Co., Ltd. in China.

The next Indian Ceramics & Ceramics Asia takes place from March 7 to 9, 2018.

All important information on both exhibitions is available at www.indian-ceramics.com or at www.ceramicsasia.net.

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March 1 - 3, 2017

Gujarat University Exhibition Centre, Ahmedabad, India

www.indian-ceramics.com

Indian Ceramics

Indian Ceramics is taking place for the fourteenth time between March 7 and 9, 2018, in Ahmedabad. As the leading show for suppliers to the ceramics industry, this event captures the entire spectrum of classic ceramics, from raw materials through to technical ceramics. Indian Ceramics 2017 attracted around 280 exhibitors, each of them highlighting their products, services and innovations to a trade audience of over 7,100 visitors. Indian Ceramics 2018 – powered by ceramitec – is organized by Messe München India, a subsidiary of Messe München.

Ceramics Asia

Ceramics Asia has been successfully organized for fourth editions since 2012. It became to the most expecting event in ceramics industry in India. The exhibition covered a total show space of almost 12,000 m² with over 104 exhibitors from China, India and international. It covers the whole spectrum of the ceramics industry chain, from machinery, raw materials to technology, which attracts visitors from India and neighboring countries. With the official support from associations of India and China, Ceramics Asia has been proved as the most potential event in the Indian ceramics industry which is bridging the platform between India and the world.

Messe München

Messe München 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 are all independently audited. In addition, Messe München 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 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.

Unifair Exhibition Service Co., Ltd.

Established in 1992, Unifair Exhibition Service Co., Ltd. is one the pioneer professional exhibition organizing service enterprises in China. Who has already organized and conducted over 40 world-class exhibitions in different industrial sectors. We have a very strong and innovative team of experienced professionals on 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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