

Press release

Regular exchange for the industry ceramitec switching to two-year cycle

February 1, 2024

- **Organizers and Exhibitor Advisory Board opt for rotation change**
- **ceramitec will continue to be held in parallel with analytica in spring**
- **The next ceramitec will take place from March 24 to 27, 2026**

At its meeting with the ceramitec Exhibitor Advisory Board, Messe München opted to switch from every three years to every two after the event in April 2024. The next ceramitec will take place from March 24 to 27, 2026, so once again in parallel with analytica, the world's leading trade fair for laboratory technology, analysis and biotechnology, at the exhibition grounds in Munich.

Shorter innovation cycle makes rotation change necessary

Collin Davis, Executive Director at Messe München, explains: "The technical ceramics sector has gained enormously in importance in recent years, as new applications and solutions go hand in hand with shorter innovation cycles. To open up additional business fields for these exhibitors, and tap into new visitor groups, the switch to a two-year cycle is an absolutely logical step."

Regular exchange essential

At the same time, the entire industry faces major challenges and new topics such as decarbonization, energy efficiency, sustainability, and digitalization. That gives rise to new demands on the part of visitors from all segments of the trade fair to engage in dialog with exhibitors on a more regular basis and to obtain information at ceramitec. This exchange is essential for all players in the industry, as Dr. Jürgen Blumm, Managing Director of Netzsch Gerätebau GmbH and Chairman of the ceramitec Exhibitor Advisory Board, confirms: "Trade fairs are traditionally a forum for regular exchange, which is another reason to

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welcome the reduction to a two-year cycle. After all, close contact is important especially now in times of crisis, in order to learn from customers and identify new business fields and ideas as a result.”

Being held in parallel with analytica will remain

The change of rotation also means that it will still be held in parallel with analytica. Exhibitors and visitors at both events can thus continue in future to experience the entire value chain from material development to analytical precision in one space.

You will find more information online at <https://ceramitec.de>

About ceramitec

ceramitec is the leading trade fair for the ceramics industry. Every branch of the industry is represented, from classic ceramics, raw materials and industrial ceramics to technical ceramics and powder metallurgy. The next edition will be held in Munich from April 9 to 12, 2024.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.