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Final Report

Most important gathering of ceramics concluded in Asia on a high note: Indian Ceramics & Ceramics Asia 2018 at new venue

Bernhard Krause
PR Manager
Phone. +49 89 949-21484
Fax +49 89 949-9721473
bernhard.krause@messe-muenchen.de

- **Indian Ceramics and Ceramics Asia achieves record results**
- **Significant increase in space and visitors**
- **Broad international spread of technologies**
- **Attractive supporting programs – Job Fair, Innovation Exchange and Workshops**

The leading trade fair for ceramics and brick industry, Indian Ceramics and Ceramics Asia took place from March 7 to 9, 2018 at the new venue in Gandhinagar, Gujarat, where about 300 exhibitors from 18 countries presented their product innovations including ceramics machinery, raw materials and ancillary equipment to more than 8,100 visitors. There was an increase of 35% in overall exhibition space and 15% increase in visitor footfalls from the past edition reinstating Indian Ceramics & Ceramics Asia again as the most important trade fair for ceramics and bricks sector in India.

This outstanding result delights Gerhard Gerritzen, Member of the Management Board, Messe München GmbH, and Amen Liao, President, Unifair Exhibition Service: “The milestones in the journey of the trade fair over the past few years have been tremendous – growing in terms of exhibition space, moving to a bigger venue with modern infrastructure and facilities in Gandhinagar and showcasing a substantial spectrum of products and services for the ceramics community of India.”

According to Bhupinder Singh, CEO of Messe Muenchen India, and Ken Wong, General Manager of Unifair Exhibition Service: “The Indian market is very promising and has been growing enormously over the past one decade. Our trade fairs resonate the mood of the industry very well.”

The trade fair was well-attended and attracted buyers from across sectors resulting to complete satisfaction of the participating exhibitors. Vinayak M. Tambwekar, Senior General Manager – Sales & Marketing, H&R Johnson (ENDURA), India, confirms the sentiments: “We have been putting our stand in Indian Ceramics for the last 5-6 years now. We are regular and are very happy with the way things are organized. The way all stakeholders are involved in this event – in

terms of customers, manufacturers, purchasers, vendors – everybody is involved and they get an open stage to exchange their ideas and share knowledge. It is a really good platform for us to showcase all our products.”

Justin Zhou, Managing Partner, Guangdong EDING Industrial Co., Ltd., one of the key Chinese exhibitors added: “We have been participating at Ceramics Asia since 2013. This exhibition has been well organized and become bigger and bigger with more international standard recent years. In this edition, we have launched many new machines that can definitely bring value for the Indian ceramic market. We really appreciate the organizer and our clients who support us from past many years.”

High level supporting programs

As one of the key attractions, a Job Fair was organized for the very first time, in partnership with Global Job Placements which attracted huge participation from ceramic companies as well as professionals and students who explored new career avenues and took advantage of this unique initiative.

The twin trade fairs enabled attendees to foster stronger dialogues and offered ample of networking opportunities through programs such as Buyer-Seller Forum – where over 170 face-to-face meetings between exhibitors and visitors took place. Indian Ceramics & Ceramics Asia is not only a networking platform. **Basar Türkiye, Mechatronics Engineering, Karelmalat, Turkey**, confirms that specific projects were discussed and business is initiated at the show: “We are happy about the inquiries received from professional visitors. Our experience at the trade fairs have been phenomenal. We are very satisfied with our participation as we made new contacts with high-profile buyers at the show – who are looking to source new technologies. We look forward to participate next year.”

The three days were action-packed with display of technologies along with knowledge-share supporting programs including Innovation Exchange and Workshops where industry think-tanks, consultants and industry professionals exchanged meaningful insights into current trends, new and emerging technologies, as well as global best practices in the ceramics industry.

Ceramics industry gets its first ever – Market Research Report

In order to keep up with the market developments, a market research report ‘Indian Ceramics Industry: Status Quo and Outlook 2022’ was unveiled at the show which highlighted India’s status as 2nd largest ceramic tiles producer in the world accounting for 7% of the global production. The report elaborated on the market growth drivers including Swachh Bharat Abhiyan (SBA), Development of 100 Smart Cities, Housing for all by 2022 as well as included latest trends nano technology, 3-D printing, large size tiles among other industry statistics.

The market report would bridge the knowledge gap and enable global and domestic companies to make meaningful business decisions by providing valuable insights. “The market report is our



Two shows - One date



March 7 – 9, 2018

The Exhibition Centre, Gandhinagar, India

www.indian-ceramics.com

commitment to the ceramics industry. We are confident all stakeholders will benefit from the contents of the report.” concluded Singh.

The next edition of the leading ceramics show, will be continuing with its new combined name Indian Ceramics Asia from 2019 onwards and will take place from February 27 to March 1, 2019 in Gandhinagar at The Exhibition Centre.

For PR enquiries contact: Siddharth Narain, +91-9971600355 at siddharth.narain@mm-india.in

Further Information on Indian Ceramics 2018: www.indian-ceramics.com.

Information on Ceramics Asia 2018: www.ceramicsasia.net.

Indian Ceramics

Indian Ceramics is taking place for the twelfth time between March 7 and 9, 2018, at the Exhibition Centre in Gandhinagar, India. 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 2018 – powered by ceramitec – is organized by Messe München India, a subsidiary of Messe München.

Ceramics Asia

Ceramics Asia has been successfully organized for three editions since 2012. It became to the most expecting event in ceramics industry in India. The exhibition covers a total show space of 5000 m² with over 100 exhibitors from China, India and international covers the whole spectrum of the ceramics industry chain, from machinery, raw materials to technology, which attracts visitors from Indian local and neighboring countries. With the official support from associations of Indian local and China, Ceramics Asia has been proved as the most potential event in Indian ceramics industry which is bridging the platform between India and the world.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

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.