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**Closing Report**

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## **ceramitec 2015: more international than ever**

- **more exhibitors**
- **more space**
- **broader international spread**

With 617 exhibitors from 37 countries, more than 15,000 participants from 93 countries and a space of some 40,000 square meters, ceramitec 2015, which took place on the exhibition grounds of Messe München from 20 to 23 October, was more successful than it had been in a long time.

This outstanding result also delights Gerhard Gerritzen, Deputy Managing Director of Messe München. “ceramitec 2015 is one of the events of Messe München with the broadest international spread in participation. With a share of participants from abroad exceeding 60 percent, ceramitec is the industry’s leading trade show worldwide. Exhibitors and visitors particularly appreciate the wide spectrum of products and services on offer at ceramitec, combined with the high international spread in participation, as they can find this mix only here in Munich.”

The fact that ceramitec 2015 has given the most impressive demonstration ever of its reputation as a first-class sector gathering for all areas of the ceramics industry is also confirmed by Paul Eirich, Chairman of the Advisory Board of ceramitec and Managing Director of Gustav Eirich GmbH & Co. KG, Deutschland:

“ceramitec has efficiently developed its reputation as a leading trade show in 2015. By presenting key topics like Industry 4.0 and Technical Ceramics, the trade show could attract important new visitor groups. We had a top-level trade audience from the Asian region, as for example from India, Korea, Thailand and

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Indonesia, but also from South America, as for example from Columbia, Argentina and Brazil. I would also like to mention Europe and the Near East. We have met new customers with specific product ideas and a lively interest. ceramitec is irreplaceable for us.”

617 exhibitors from 37 countries displayed their products and solutions in four exhibition halls on the grounds of Messe München. Among the international exhibitors, Italy had the biggest showing, followed by France, Spain, China, Greece, Great Britain, Austria, Turkey and the Czech Republic.

Besides Germany, the “Top Five” countries of origin of the visitors were Italy, Turkey, France, Austria and Spain. The five countries showing the strongest growth in visitors are Turkey, Portugal, Spain, China and Italy.

Dr. Daniela Tosi, Sales Department, Tecnofiliere, Italy, confirms the broad international spread in participation in the trade show: “ceramitec went very well for us and we are highly satisfied with it. For us, ceramitec is the leading event for the entire ceramics industry at a high international level. The quality of the visitors is very high and they come from all over the world – mainly from the Near, Middle and Far East as well as from the Maghreb zone.”

This assessment has been confirmed to us in a survey conducted by tns infratest. 93 percent of the exhibiting companies praised the quality of the participants and their international mix, and even 96 percent stated that they would take part again in the next ceramitec. The participants of ceramitec were similarly positive about the event. 94 percent rated ceramitec as “good” to “excellent”. In particular, they praised the breadth and depth of the range on show (90%), the international mix of the exhibitors (92%) and the presence of the market leaders (92%).

However, ceramitec is not only a networking platform. Dr. Jürgen Blumm, Managing Director Sales, Application and Marketing, Netzsch, Germany, confirms the fact that specific projects are discussed and business is initiated here in the following words: “We are very satisfied with ceramitec 2015. Compared with the last ceramitec, we met up with 30% more customers, from Europe, but also from



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the Near and the Middle East. The visitor frequency at our booth was very good. In addition, we initiated many new specific and serious projects because we are represented with new products at ceramitec.”

And Claude Schneider, Managing Director, cerinnov, France, adds: “We are very satisfied. We met up with many visitors here and even signed contracts.”

The Supporting Program equally met with an excellent response. Some 4,000 visitors took part in the 65 lectures given there. There were intense discussions, especially on the topics of digitalization, Industry 4.0 and powder metallurgy. After a long absence from the trade show floor, Iran’s appearance at ceramitec 2015 had been eagerly anticipated. The Iran Day, which was organized for the first time, received extraordinarily good ratings from the visitors and gave the trade audience the chance to find interesting points of contact with Iran as a tradition-steeped ceramics country. In turn, almost 200 visitors from Iran took advantage of the opportunity to find out about innovations in the ceramics industry at ceramitec.

#### **ceramitec**

ceramitec is the international key trade fair of the ceramics industry. It covers the entire spectrum of the ceramics industry – ranging from classic ceramics and raw materials over powder metallurgy up to technical ceramics. ceramitec 2012 attracted 613 exhibitors from 42 countries and approx. 16,800 visitors from 106 countries. ceramitec Technologies - Innovations - Materials takes place every three years; the next event will be held from 20 to 23 October 2015 in Munich.

#### **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 alone. 14 of those events are number 1 in the world in their respective industries. 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 and South Africa. 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.

