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Press Release

ceramitec conference: Messe München Launches New Conference on the Industrial Use of Ceramics

- **New event to be held in Munich on September 19 and 20, 2019**
- **Ceramic industry encounters (new) user industries**

Messe München starts a new conference format and reduces the waiting time until the next ceramitec trade show: ceramitec conference will celebrate its premiere at the newly inaugurated Conference Center Nord of Messe München on September 19 and 20, 2019. The focus of the new event will be on ceramic materials and, in particular, the possibilities for their industrial use. Today, the ceramic industry is highly innovative due to new manufacturing processes, changed raw material qualities and the solution-oriented development of individual orders. Ever shorter innovation cycles make ceramics attractive for a great number of industrial uses in the automotive and chemical industries, electrical engineering, the health sector, biotechnology, aerospace, mechanical engineering, the pharmaceutical industry, and in the world of design.

In a program set up in a matrix form, ceramitec conference will lay the ceramics segments known from the ceramitec trade show – Technical ceramics, Additive manufacturing, Powder metallurgy, Raw materials and Refractory materials – over the user industries. This gives attendees the possibility of compiling their own individual program specifically tailored to their requirements. As a result, the event facilitates access to the ceramic industry for new fields of application.

“While having an age-old tradition, ceramics offer an enormous innovation potential. Thus, the materials find their way into a growing number of application fields and industries”, states Gerhard Gerritzen, Member of the Board of Management of Messe München. “Therefore, we provide orientation by the creation of the new ceramitec conference as an addition to our trade shows. At our events, users learn which contribution ceramics and the associated new manufacturing processes can make to coping with the present and future challenges they are faced with.” As traditional venue for the ceramitec trade

Bernhard Krause
PR Manager
Tel. +49 89 949-21484
Bernhard.Krause@
messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



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show, and with its strong and varied industrial landscape, Munich provides a suitable setting for the new conference.

With ceramitec conference, Messe München broadens its portfolio for industrial ceramics. Besides the annually held Indian Ceramics Asia, it features the international key trade show ceramitec as a lighthouse. The latter is held every three years in Munich, and its next edition will take place in 2021. 15,000 people from 93 countries took part in ceramitec 2018 last April.

Further information is available online at www.ceramitec.com/conference or conference/en.

International events organized by Messe München for the ceramic industry

Besides ceramitec, the international key trade show, Messe München's portfolio of ceramics trade shows includes Indian Ceramics Asia. India's leading trade show for the ceramic industry combines international competence with in-depth regional know-how. Indian Ceramics takes place annually. As of 2019, a new addition will be ceramitec conference. The new event will be held in Munich on September 19 and 20, and will bring together leading figures from the industrial ceramics sector with representatives of a great number of user industries.

About ceramitec

ceramitec is the international key trade show of the ceramic industry. It covers the entire spectrum of the ceramic industry – ranging from classic ceramics and raw materials to industrial ceramics through to technical ceramics and powder metallurgy. Some 633 exhibitors from 38 countries and more than 15,000 participants from 93 countries took part in ceramitec 2018. "ceramitec: Technologies - Innovations - Materials" takes place every three years; the next event will be held in Munich in 2021.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.