

Success of Indian Ceramics 2014 underlines the Indian ceramic industry potential globally

- **Indian Ceramics 2014 has proven to be the Number One event for the industry in India**
- **Key Players from all around the world showcased their innovative products**
- **Decision makers visited this year's show to conclude business deals**
- **Innovation Exchange Forum was introduced successfully**

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This year's Indian Ceramics was held for the first time under the management of Messe München's subsidiary, MMI India. The 9th edition of Indian Ceramics 2014 was a great success with 5513 trade visitors attending the trade fair in three days. Around 150 exhibitors participated in the trade fair that took place from February, 26-28 at the Gujarat University Exhibition Center in Ahmedabad.

Mr. Gerhard Gerritzen, Deputy Managing Director at Messe München International, said: "Indian Ceramics 2014 has developed to the leading trade fair in its sector in India with visitors from all parts of the continent. Both our exhibitors and visitors were extremely satisfied with the organization of the show by MMI India, so that the next exhibition will certainly grow".

Indian Ceramics 2014 has presented a wide and broad spectrum of ceramic industry including latest machineries, raw-material and innovative technologies. Powered by Ceramitec, Indian Ceramics saw participation from all the key manufacturers like Air Power, Amberger Kaolinwerke, Astron Zircon, Beijing Trend, Beralmar, Bongioanni, Capaccioli, Carborundum, CeramTec, Cleia, Cretaprint, Craven Fawcett, De Boer, Dorst, Eirich, Elster, Endura (H & R Johnson), Esmalglass-Itaca, Futura Ceramics, Händle, Hindalco, IMERYS, JLD Minerals, Lamberti, Marcheluzzo, Modena Technology, Nahar Colours, Netzsch, Riedhammer, SACMI, Sibelco, Siti B&T Group, System Laser, Technoferrari, Torrecid, Verdes, and many more.

"This edition of Indian Ceramics has been fantastic with good quality of visitors." stated Mr. David Wu, Sales Director, Modena Technology (Hong Kong) Limited, "India is an important market for us. We have been participating at Indian Ceramics since 2007 and Modena Technology will definitely going to participate next year."

Seconding him, H & R Johnson – Endura's Vice President Mr. Sudipta Saha said, "We have been participating at Indian Ceramics for the past five years, however this year it has been organized professionally and qualified customers from the B2B segment and senior decision makers were visiting our booth. We will also be present at this trade fair next year"

Mr. Dries van Hapert, Managing Director, De Boer Machines Nederland B.V. confirms the high quality organization with this statement: "We are participating the 4th time here. With Messe München organizing the exhibition one can see the influence of a German organizer. It is more professional and people visiting this exhibition are now really interested in buying machines rather than just looking around."



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Fruitful business contacts and new collaborations were established at many exhibitor's stands. Mr. Hans –Jürgen Hofmann, Sales Manager Ceramics, Amberger Kaolinwerke declared: "We met lots of decision makers here so that we were able to close quite a few business deals. We have been at the show for many years and we will definitely be back for 2015."

In addition to the individual participation of many Italy companies, Indian Ceramics 2014 also featured an Italian pavilion of nearly 400 square meters, organized by ACIMAC (Association of Italian Manufacturers of Machinery and Equipment for Ceramics) in cooperation with ICE (Italian Trade Promotion Agency). This indicates the strong interest in the Indian market on the part of the Italian ceramics industry.

"Our Italian companies were very happy with this show. Undoubtedly, Indian Ceramics is the best show in this sector in India. We certainly will come back in 2015." said Mr. Gian Paolo Crasta, Marketing Manager – Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC).

In the view of Mr. Anand Pande, Managing Director, SACMI Impianti India, this edition of Indian Ceramics is one of the best with good quality visitors on all days. "We have been part of Indian Ceramics since the beginning and also look forward to participate in the trade fair next year again."

Another premier at this year's Indian Ceramics was the successful introduction of the Innovation Exchange Forum. This unique series of presentations was held concurrently with the trade fair. The programme offered exhibitors the opportunity to introduce their latest product developments and engage in high level talks with the audience. Another highlight on Thursday has been the cfi technical workshop organized by cfi – ceramic forum international, Germany. Powered by Ceramitec / Messe München International the cfi technical workshop included speeches from the suppliers side of the ceramics industry.

Dr. Chandresh Agarwal, Managing Director, IMERYS Ceramics India stated: "India has one of the fastest growing ceramic sectors offering a huge opportunity. Indian Ceramics provides a platform to tap that opportunity and besides this there are various accompanying programs that allow us to network and help multiply our business. We are very happy with Indian Ceramics and will be part of it again next year".

Indian Ceramics is supported by the industrial associations like Central Glass and Ceramics Research Institute. Support has also been extended by all the ceramics associations in Morbi and Thangadh, for example the Gujarat Ceramic Floor Tiles Manufacturers Association, the Morbi-Dhuva Glaze Tiles Association, the Morbi Chamber of Commerce and Industry in Thangadh and associations based in Gujarat such as the Federation of Ceramic Industries, the Panchal Ceramic Association and the Gujmin Industry Association in Ahmedabad.

According to Mr. Darryl Dasilva, CEO – MMI India, "We are overwhelmed with the support of the ceramic industry especially from Morbi and Thangadh, which attended the show with

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special visitor delegations”. “We are proud to say that after acquiring Indian Ceramics brand last year, the trade fair this year witnessed good visitor’s growth.’

The date for the next edition of Indian Ceramics has already been set. It will be held from January, 21-23, 2015 at the Gujarat University Exhibition Centre in Ahmedabad.

About Indian Ceramics

Indian Ceramics is the leading trade fair of its kind. With an annual attendance of over 5,000 visitors, from over 30 countries, the exhibition has become the most exciting event for the industry; positioning suppliers of technology and raw materials right at the beating heart of the fastest growing ceramic and heavy clay industries anywhere in the world.

More information on: <http://www.indian-ceramics.com/>

About MMI India

As part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India.

With 6 subsidiaries abroad - in Europe and in Asia - and 67 foreign representatives covering 90 countries, MMI has a network that spans the globe.

About Messe München International

Messe München International 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 International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 countries, Messe München International 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.

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