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Press Release

Dates now fixed for Indian Ceramics 2014

- **Indian Ceramics takes place from February 26 to 28, 2014 in Ahmedabad**
- **Already over half the exhibitors from last time have signed up**
- **Successful event in 2013**

The dates for Indian Ceramics 2014 have now been decided. February 26 to 28, 2014 is when this show will be taking place for the ninth time, in Ahmedabad at the University Exhibition Center. Like CERAMITEC, the next edition of which takes place in 2015 in Munich, Indian Ceramics covers the entire spectrum of the industry, from classic ceramics to raw materials and technical ceramics. That makes it the leading suppliers show for the ceramics industry in India. In 2014 over 170 exhibitors and more than 5,000 visitors are expected to attend.

Already more than half the exhibitors who took part in the event in 2013 have registered to take part in Indian Ceramics 2014; and well over 50% of the space available for 2014 is already booked.

The 2013 edition of Indian Ceramics attracted 164 exhibitors, together putting on a display of their products, services and innovations on around 3,600 square meters of exhibition space. 108 of those exhibitors were international companies or the Indian subsidiaries of companies headquartered outside India. They took up around 2,400 square meters of net exhibition space. With over 5,000 visitors from approximately 30 countries Indian Ceramics is the industry's leading trade fair for the Indian subcontinent. That also means it is the perfect platform for international players in India.

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Within the framework of Indian Ceramics 2013, Messe München GmbH acquired the rights for the Indian Ceramics trade show, now a successfully established brand on the Indian market. In 2014 Indian Ceramics will be held for the first time under the management of Messe München's subsidiary, MMI India. Gerhard Gerritzen, Managing Director of Messe München GmbH, underlined the importance of Indian Ceramics: "Indian Ceramics is now an established event in the Indian market and also a key tool for us in supporting our customers in an up-and-coming foreign market. Also it is an important vehicle for promoting our trade show CERAMITEC within the sector in India."

About Messe München International

Messe München International is one of the world's leading trade-show companies. At its Munich location alone, it organizes around 40 trade shows for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors and over two million visitors take part in the events in the Messe München exhibition center, in the ICM - Internationales Congress Center München and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With nine associated companies abroad – in Europe and in Asia – 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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