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Messe München



**UNIFAIR**  
EXHIBITION SERVICE

**Two shows - One date**

**INDIAN  
Ceramics  
2017**  
12th Annual Ceramic Materials, Machinery,  
Supplies & Technology Show



**March 1 - 3, 2017**

Gujarat University Exhibition Centre, Ahmedabad, India

[www.indian-ceramics.com](http://www.indian-ceramics.com)

No. 02/e  
Munich, February 8, 2017  
**Press release**

## **Indian Ceramics & Ceramics Asia to set new records**

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**Approximately one month before it is due to begin, Indian Ceramics & Ceramics Asia has set a new record in the amount of booked exhibition space. To meet increased demand, the trade fair for the ceramics industry in Southeast Asia, which already increased the amount of space it occupied in 2016, had to do so again. From March 1 to 3, visitors at the Gujarat University Exhibition Centre in Ahmedabad will find the Who's Who of the domestic and international ceramics industry on more than 11,000 square meters of exhibition space (2016: 9,500 square meters). Besides the latest industry solutions that are tailored to the Asian market, visitors can also look forward to a unique supporting program.**

### **Status: High demand for space**

All well-known companies in the ceramics industry have registered for Indian Ceramics & Ceramics Asia 2017—many of them requesting more space than organizers had expected. On more than 11,000 square meters of exhibition space, visitors can gather information about the entire value chain in the ceramics industry, from classic to high-tech ceramics, from some 250 exhibitors. Among other things, industry giants such as Colorobbia, Cretaprint, De Boer, Dorst, Eirich, Esmalglass-Itaca, H&R Johnson, Imerys, Netzsch, Sabo, SACMI, Sibelco, SITI B&T, Smalticeram, Smaltochimica, System, Torrecid and Verdes will be represented in Ahmedabad. The number of international exhibitors participating in this year's fair in particular has increased by another 20 percent. Dr. Robert Schönberger, Exhibition Group Director for ceramitec & Indian Ceramics, is pleased that interest among companies is so high: "Even now, the number of registered companies is already higher than the final number from last year. The increased number of exhibitors underscores the fair's significance for the southeast Asian ceramics market."

### **Messe München India**

507 & 508, INIZIO, Cardinal Gracias Road, Opp. P&G Building, Chakala, Andheri (E), Mumbai - 400 099. India.

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### **First-rate supporting program**

Besides the fair, visitors attending Indian Ceramics & Ceramics Asia can enjoy the added value of a first-rate supporting program that includes the Innovation Exchange Forum, the cfi - Ceramic Forum International - Workshop, the I-Bart Workshop and the new Buyer-Seller Forum. This combination of a trade show and a forum program is unique for the industry in this region.

### **Innovation Exchange Forum**

The Innovation Exchange Forum is a know-how forum where the latest trends and new technologies in the ceramics industry are introduced in best-practice presentations. This is the fourth time that the forum is being held in conjunction with the fair. To provide trade visitors and other interested parties with the best possible information, topics are selected in close cooperation with industry partners in India. Renowned speakers from the industry, from trade associations and above all from the show's exhibitors will lead visitors through the program in 30-minute slots.

### **cfi - Ceramic Forum International - Workshop**

The Ceramic Forum International Workshop is also being held for the fourth time. The title of this year's workshop is "Advanced Process Technologies and Raw Material Solutions for the Indian Market." The workshop starts at 10:30 on the second day of the fair with a Q&A session before moving on to practical applications and technical implementation.

### **I-Bart Workshop**

The title of the first I-Bart Workshop is "Mechanization of Traditional Indian Clay Brick Industry: Challenges and Opportunities." It takes place from 10:00–13:00 on March 3, 2017. Well-known representatives of the heavy clay ceramics industry underscore the significance that this sector of the industry has to the trade fair. They will share important insights into the future of this key ceramics sector.

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## Buyer-Seller Forum

The Buyer-Seller Forum is also being held at Indian Ceramics & Ceramics Asia for the first time. Specially organized meetings allow exhibitors and the industry's leading managers to exchange ideas and information. Everyday between 11:00 and 16:00, participants have a chance to meet, conduct business and make new contacts.

## Online visitor registration

Anyone who is interested can register online for Indian Ceramics & Ceramics Asia (<http://viablesoft.com/Indiaceramics2017/index.asp>). Visitors who register in advance can access the fair directly via special counters. More than 7,000 visitors are expected.

Additional information about both exhibitions is available at [www.indian-ceramics.com](http://www.indian-ceramics.com) or at [www.ceramicsasia.net](http://www.ceramicsasia.net).

### Indian Ceramics

Indian Ceramics is taking place for the eleventh time between March 2 and 4, 2016, at the Gujarat University Exhibition Centre in Ahmedabad. 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 2015 attracted around 160 exhibitors, each of them highlighting their products, services and innovations to a trade audience of over 5,000 visitors. Indian Ceramics 2016 – 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 m<sup>2</sup> 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 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 are all independently audited. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München 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.

### 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

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organizer of Ceramics CHINA in Guangzhou which is the world's most influential and important ceramics exhibition offering customers and buyers extraordinary business opportunities.

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