

Mumbai, May 22, 2017

**Press Release**

## **Indian Ceramics and Ceramics Asia enter into long term partnership**

- Long term partnership between Messe Muenchen India and Unifair Exhibition Service
- New venue in 2018: Exhibition Centre in Gandhinagar, Gujarat, India
- More exhibition space, number of exhibitors and country pavilions expected

**Gandhinagar:** Messe Muenchen India Pvt. Ltd. and Unifair Exhibition Service Co. Ltd. are delighted to announce continuation of their long term strategic partnership, a co-operation with shared ambitions and spirit, to benefit the growing ceramics industry across India and Asia.

Over the past two years, Indian Ceramics and Ceramics Asia have been taking place simultaneously at the same venue as part of the cooperation agreement. Both organizations have been combining their shared ethos, market expertise and the 'customer centricity' spirit to jointly organize world-class trade fairs for the ceramics industry.

In its past edition, Indian Ceramics and Ceramics Asia together brought over 7,100 trade professionals from 32 countries witnessing 400+ brands of machinery, raw materials, innovative solutions and technologies for the ceramic and brick industry, showcased by 283 exhibitors representing 19 countries. The numbers speak about the joint strength of the trade fairs and the importance it holds within the ceramics community.

With regards to the continuation of the partnership Mr. Gerhard Gerritzen, Dy. Managing Director and Member of the Board of Messe Muenchen GmbH said: "The strategic alliance between the two organizers demonstrates the desire of two rapidly growing and globally active companies to continuously push the envelope and deliver world-class events."

Mr. Amen Liao, President of Unifair Exhibition Service Co. Ltd. said: "We look forward to more successful years of cooperation as the Indian ceramics market continue to grow and there is tremendous potential for both trade fairs to grow in terms of space, participants and technologies on offering."

Mr. Bhupinder Singh, CEO of Messe Muenchen India said: "Over the past two years, we shared an excellent synergy with Unifair. We are delighted to have entered into a long term cooperation to further grow our trade fairs and continue our market leading position."

Mr. Ken Wong, General Manager of Unifair Exhibition Service Co. Ltd. said: "With this extraordinary collaboration we have been able to offer wide range of technological solutions to our visitors. We look forward to many more years of success ahead."

### **New event location: Gandhinagar**

The third edition of Indian Ceramics and Ceramics Asia as co-located events will take place from 7 – 9 March 2018 at Exhibition Centre, Near Town Hall in Gandhinagar, Gujarat, India. The new venue allows further expansion of the trade fairs and meets the infrastructural requirements of a modern trade fair.

**For PR enquiries contact:** Siddharth Narain, +91-9971600355, [siddharth.narain@mm-india.in](mailto:siddharth.narain@mm-india.in) **The next Indian Ceramics & Ceramics Asia takes place from March 7 to 9, 2018. All-important information on 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 has been successfully organized for the 12<sup>th</sup> time between March 1 to 3, 2017, 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 2017 attracted around 283 exhibitors, each of them highlighting their products, services and innovations to a trade audience of over 7,110 visitors. Indian Ceramics 2018 – powered by ceramitec – is organized by Messe München India, a subsidiary of Messe München.

### **Ceramics Asia**

Ceramics Asia has been successfully organized for four time since 2012. It has become the most expected event in the ceramics industry in India. The exhibition covers a total show space of 11,000 m<sup>2</sup> with over 104 exhibitors from China covering 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 India 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 leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

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