382 crore of business negotiated at Indian Ceramics 2015

The second edition of Indian Ceramics under the supervision of MMI India was very well received among exhibitors and visitors alike. The new Hall D in particular and the resulting change in the flow of visitor traffic were highly praise.

Gerhard Gerritzen, Deputy Managing Director, Messe München GmbH
The overall assessment of the show was very good.

91% of exhibitors assessed Indian Ceramics 2015 as “excellent/very good/good”.

97% of the exhibitors will “definitely/probably/fairly likely” recommend Indian Ceramics 2015 to partners and friends.

83% of the exhibitors consider the event offered competitive advantage for their business.

95% of them will “definitely/probably/fairly likely” exhibit again at Indian Ceramics 2016.

Exhibitors view
(from good to excellent)

Character of a leading trade fair in India
89%

Completeness/breadth of product range
86%

Quality of visitors
82%

Frequency of visitors entering your stand
79%

Quality of exhibitors services
79%

Clarity of product range / recommendations
73%

Business objectives achieved
(from good to excellent)

Preparing future business transactions
87%

Building up new business relationships
86%

Looking at the market in India
85%

Maintaining existing business relationships
70%

Studying the competition
66%

Company, product & image presentation / promotion
64%

Doing business during the trade fair
62%

Seeking and identifying distributors/new agents/partners
47%

Exhibiting product category

Machinery, plant & equipment for fine & refractory ceramics
30%

Raw materials & additives, powders, production materials & ancillaries
26%

Ceramic products
16%

Machinery, plant & equipment for coarse ceramics
11%

Technical ceramics
9%

Research
5%

Media
3%

Exhibitors profile

95% of them will “definitely/probably/fairly likely” exhibit again at Indian Ceramics 2016.

Exhibitors view
(from good to excellent)

89% of exhibitors say the character of the leading trade fair in India is good or excellent.

86% of exhibitors are satisfied with the completeness of the product range.

79% of the exhibitors are satisfied with the quality of visitors.

The Indian Ceramics 2015 is the perfect platform for us to network with our foreign counterparts. Ours is the biggest company in the ceramics industry, and the response we received during the past few days was tremendous.”

Anand Pande, Managing Director, SACMI Impianti India

“We are very satisfied with the outcome of Indian Ceramics 2015 as there were footfalls of new customers. Decision-makers are very important for us to generate business, and Indian Ceramics 2015 gave us an opportunity to network with them. The event gives us a platform for showcasing innovative products. We are happy that people understand our products and respond well to our ideas.”

Dr. Chandresh Agarwal, Managing Director, IMERYS Ceramics

“This year we noticed more visitors from emerging markets. We are getting to know their needs and helping to meet their requirements. Indian Ceramics is a great platform for high ranking decision makers.”

Kamal Kumar, Manager-India Operations, Modena Technology Ltd.

“India is a tough but important market for the Italian ceramics machinery industry. And since the ACIMAC pavilion is now the center of demand, we are proud to be an indispensable part of the Indian Ceramics Success story”

Gian Paolo Crasta, Marketing Manager, Association of Italian Manufacturers of Machinery & Equipment for Ceramics (ACIMAC)

“Since MMI India acquired Indian Ceramics, we have witnessed a clear increase in quality from event to event. Indian Ceramics is the most important platform when it comes to overcoming the challenges facing the heavy clay industry in India. Indian Ceramics grows is our show!”

Dries van Hapert, Managing Director, De Boer Machines Nederland B.V.

“Indian Ceramics 2015 was a fantastic opportunity for the Torrecid Group to showcase our innovations and capture the imagination of the Indian Market.”

Joao Costa, Director, Torrecid India

Top exhibitor countries

India
Belgium
Bulgaria
China
Czech Republic
Denmark
France
Germany
Hong Kong
Indonesia
Italy
Japan
Netherlands
Portugal
Spain
Thailand
UK
Ukraine
USA
Visitors profile

The overall assessment of the show was very good.

- 99% of visitors interviewed, assessed Indian Ceramics 2015 as “excellent/very good/good”.
- 98% of the visitors will “definitely/probably/fairly likely” recommend Indian Ceramics 2015 to partners and friends.
- 96% of the visitors consider the event offered competitive advantage for their business.
- 98% of them will “definitely/probably/fairly likely” exhibit again at Indian Ceramics 2016.

Objectives achieved by visiting

<table>
<thead>
<tr>
<th>Objective</th>
<th>Achieved by Visiting</th>
</tr>
</thead>
<tbody>
<tr>
<td>General market orientation</td>
<td>61%</td>
</tr>
<tr>
<td>Information about new products &amp; services</td>
<td>54%</td>
</tr>
<tr>
<td>Building up new business relationships</td>
<td>50%</td>
</tr>
<tr>
<td>Preparing future business transactions</td>
<td>40%</td>
</tr>
<tr>
<td>Doing business during the show</td>
<td>34%</td>
</tr>
<tr>
<td>Studying the competition</td>
<td>34%</td>
</tr>
<tr>
<td>Maintaining existing business relationships</td>
<td>31%</td>
</tr>
<tr>
<td>Seeking and identifying distributors &amp; agencies</td>
<td>24%</td>
</tr>
<tr>
<td>Further education &amp; increasing professional knowledge</td>
<td>22%</td>
</tr>
</tbody>
</table>

Visitor Industry Chat

- 76% Machinery, plant & equipment for fine & refractory ceramics
- 72% Ceramic products
- 68% Raw materials & additives, powders, production materials & ancillaries
- 55% Machinery, plant & equipment for coarse ceramics
- 47% Technical ceramics, firing aids, kiln & equipment
- 45% Refractory materials, firing aids, kiln & equipment
- 41% Powder metallurgy
- 27% Media
- 27% Research

Top visitor countries

- India
- Austria
- Bangladesh
- China
- France
- Germany
- Indonesia
- Italy
- Japan
- Korea
- Spain
- Ukraine
- USA
- UAE
- UK

Accompanying programmes

Innovation Exchange

Innovation Exchange will be held concurrently and co-located within the show venue. This unique platform is designed for the show participants, industry think-tanks, consultants and industry technicians to provide meaningful insights into current trends, new & emerging technologies, their impact, sustainable and technologies as well as global best practices in the ceramic industry. It is envisaged that 30 minute slots through the day on all show days would be taken up by renowned speakers from the exhibitors, sponsors, industry technical associations and special invitees. This programme will allow audience to engage in high level talks and to a selection of high quality oral contributions. It will showcase innovative product or service to potential customers. Attendance is free of charge to all Indian Ceramics visitors.

Cfi Workshop

During Indian Ceramics 2014 cfi – ceramic forum international had organized the first edition of a technical workshop. The second workshop will be headlined “Advances in Ceramic Raw Materials and Process Technologies”. The seminar is powered by CERAMITEC/Messe München and will be held again at the “Innovation Exchange Area” of the fair. The close ties of cfi to the Indian ceramic sectors have been developed with support of ceramitec and VDMA Indian, which will be represented by Rajesh Nath in the opening speech will be Supported by representatives of the local tile and sanitary ware manufacturing industries.
Supported by

**Indian Associations**
- All India Brick & Tiles Manufacturers Federation
- All India Pottery Manufacturers’ Association (AIPMA)
- All India Stoneware Pipe Manufacturers Association (AISWPMA)
- Central Glass & Ceramic Research Institute (CGCRI)
- Federation of Ceramic Industries Panchal Ceramic Association
- Vikas Trust
- Gujmin Industry Association
- Indian Ceramic Society
- Indian Council of Ceramic Tiles and Sanitaryware (ICCTAS)

**International Associations**
- Association of Italian Manufacturers of Machinery and Equipments for Ceramics (ACIMAC)
- Nepal Ceramic Association (NCA)
- The Sri Lanka Ceramics & Glass Council (SLCGC)

About Organisers

**MMI India**

Founded in 2007 in India, MMI India Pvt. Ltd is one of the leading organisers of trade fairs in India. A wholly owned subsidiary of Messe Muenchen GmbH - Germany, MMI India organises eight trade fairs nationally. In the coming years MMI India Pvt. Ltd. will include more verticals keeping in mind its international expansion strategy.

We at MMI India combine internationally appealing trade fair shows with excellent service. This allows us to make your presence at the trade fair a key to your success. Messe Munchen International is one of the world’s leading trade show companies.

In Munich alone it organises around 40 trade shows for capital and consumer goods, and key high tech industries. In addition, Messe Munchen International organises 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 International has a worldwide business network.

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Powered by

**Ceramitec 2015**

Indian Ceramics trade fair will now be even more attractive for international and national exhibitors and visitors, thanks to the support of ceramitec Technologies – Innovations – Materials. Since its premiere in 1979 ceramitec has developed into the world’s leading trade show for the ceramic industry, capturing the entire spectrum of the industry, from classic ceramics, raw materials and powder metallurgy through to technical ceramics. ceramitec 2012 attracted 613 exhibitors from 42 countries and nearly 16,800 visitors from over 100 countries.

The next ceramitec Technologies – Innovations – Materials takes place at Messe München, Germany, from October 20-23, 2015.

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**SAVE THE DATE**

March 2 - 4, 2016

Gujarat University Exhibition Centre, Ahmedabad, INDIA

**Indian Ceramics 2016**

11th Annual Ceramic Materials, Machinery, Supplies & Technology Show