



Organised by



Messe München



March 3- 5, 2020

The Exhibition Centre, Gandhinagar, Gujarat

## Press Release

Gandhinagar, 16<sup>th</sup> March 2020

### Indian Ceramics Asia 2020 - Redefined resilience and gave momentum to the booming ceramic and brick industry

The 15th edition of Indian Ceramics Asia concluded on a high note in Gandhinagar, Gujarat. Reputed exhibitors such as 20 Microns Ltd, Amberger Kaolin, Breton India, De Boer Damle, Hindalco, Imerys, Lamberti, Alteo, Neptune, including few Chinese exhibitors like Modena, Boffin, Solen-Tenth, with ICE/ACIMAC pavilion representing 13 companies from Italy (managed by their Indian representatives) showcased their technologies to an audience of over **4000 participants**. The trade show enabled numerous business transactions.

Mr. Bhupinder Singh, CEO, Messe Muenchen India and Mr. Ken Wong, General Manager, Unifair Exhibition Service shared their inputs, "Indian Ceramics Asia 2020 was successfully received by the ceramic and brick industry. With Indian representatives of global companies, the trade show empowered numerous businesses."

The trade show also hosted engaging and insightful supporting programs such as Promoting Energy Efficiency & Renewable Energy in Selected MSME Clusters in India, Exhibitor Presentation and Nextgen Brick Enterprise which was powered by iBaRT expo. The Ceramic Job Fair gave access to several recruiters to engage and hire fresh and enterprising talent for their companies. More than 150 interviews were conducted by the recruiters at the Job fair giving lucrative opportunities to professionals of the industry.

Despite the coronavirus scare, the exhibitors were successfully in cracking numerous business deals.

**Mr. Nitin Jain, Managing Director, Asia region, Imerys Ceramics India Pvt. Ltd**, commented, "I would like to give thumbs up to the show considering the current situation of corona virus. Of course, we will participate next year as India Ceramics Asia continues to be a good platform for ceramic industry to exchange ideas, understand dynamics of market, good forum to learn from each other and support the growth of the Industry.

**Mr. Kamal Kumar, Manager, Indian Operations, Modena Technology Limited** commented, "It's true that this year due to the Corona Virus, lot of our top officials are not here but we are happy with the experience. The quality of visitors may also have suffered but we have got some good response and meeting opportunities. I hope that by next year the exhibition will become bigger and better and free of all problems.

The 16th edition of Indian Ceramics Asia is scheduled from 3 – 5 March 2021 in Gujarat, India.

**For PR and marketing enquiries contact:** Mohsin Darvesh at +91-9820919675 or [mohsin.darvesh@mm-india.in](mailto:mohsin.darvesh@mm-india.in)

#### About Messe Muenchen India

As part of its international strategy, Messe München has been expanding its portfolio and offers a worldwide network. In India, Messe München founded its wholly owned subsidiary with a registered office in Mumbai in September 2007. Messe München India is one of the leading organizers of trade fairs in India with a vast portfolio of B2B events such as analytica Anacon India, bauma CONEXPO India, drink technology India, electronica India, IFAT India, Intersolar India, India Lab Expo, Indian Ceramics, LASER World of PHOTONICS INDIA, productronica India and has recently acquired Smart Cards Expo. The local trade fairs provide Messe München and its international exhibitors with access to high-potential markets.

Messe Muenchen India works closely with industry stakeholders to deliver well researched and professional trade fairs keeping in mind the priorities of the customers. With its main office in Mumbai and regional representations in New Delhi, Bengaluru, Hyderabad and Chennai, Messe Muenchen India brings professionals from across sectors together for business, as well as for learning and networking opportunities.

#### About Unifair Exhibition Service Co., Ltd.

Established in 1992, Unifair Exhibition Service Co., Ltd. is one of the pioneering professional exhibition organizing service enterprises in China. It has already organized and staged over 40 world-class exhibitions in different industrial sectors. We have a very strong and innovative team of experienced professionals with an 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.

#### Messe Muenchen India Pvt. Ltd.

(Formerly known as MMI India Pvt. Ltd.) Unit No. 762/862, 6th Floor, Solitaire Corporate Park, Building No. 7, 167, Guru Hargovindji Marg, (Andheri-Ghatkopar Link Road), Andheri (East), Mumbai – 400 093.

Tel.: +91 22 4255 4700 Fax: +91 22 4255 4719 E-mail: [info@mm-india.in](mailto:info@mm-india.in)

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