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Press Release

Dates announced for ASEAN Ceramics as Messe München & Asian Exhibition Services collaborate to stage the shows from 2022

- Taking place from 30th November through to 2nd December 2022, IMPACT Bangkok, Thailand will see the first edition of the collaboration
- ASEAN Ceramics Thailand will alternate annually with ASEAN Ceramics Vietnam, providing complete coverage and access for the industry

Messe München, through their Southeast Asian regional operation MMI Asia Pte Ltd (MMI), have joined forces with Asian Exhibition Services (AES) to take ASEAN Ceramics to a new international level of excellence in the two key markets for the region, Thailand, and Vietnam from 2022. The ceramic manufacturing exhibition and conference will continue to alternate annually as ASEAN Ceramics Thailand and ASEAN Ceramics Vietnam, providing complete coverage and access for the industry.

The events will continue to boost the ceramics industry in ASEAN through showcasing the world's leading equipment, technologies, innovations, and solutions needed to grow and meet the challenges it faces in the years to come. Messe München's strength through the ceramitec network which includes the show in Munich, ceramitec conference and Indian Ceramics Asia, will enable leading global suppliers to gain access to key buyers in the manufacturing "hot spots" of the booming ASEAN market. This strength is coupled with AES's strong local positioning and experience to bring together a world-class event in one of the world's most important ceramic regions.

Work will commence immediately on ASEAN Ceramics Thailand, which will take place on 30th November through to 2nd December 2022 once again at the world class venue, IMPACT Exhibition and Convention Center, Bangkok. The events will take on a significant facelift, increasing the profile of the ceramics industry in ASEAN countries thereby

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complementing Southeast Asia as an exciting manufacturing focal point for the global industry.

AES will function as a consultant to MMI on the events to provide a comprehensive service to the market and continuity of support, experience and expertise in the market.

The shows will be managed through Messe München's subsidiary office in Singapore.

Michael Wilton, General Manager of MMI Asia Pte. Ltd, "ASEAN Ceramics in Thailand and Vietnam will serve an industry we are very familiar with. It is exciting to bring in the expertise we have in the ceramics industry to help boost the offering to the Southeast Asia market via these shows. With AES fully engaged and in support as our consultant on the projects, their local knowledge and expertise will ensure the shows deliver on the requirement of the industry."

David Aitken, CEO of Asian Exhibition Services (AES) Ltd. explained that "the collaborative strengths of Messe München and AES, on the development of ASEAN Ceramics as a world-class event in Southeast Asia, is an exciting opportunity for the industry and indeed the global suppliers of technology and materials for this rapidly evolving market.

AES is very pleased to be working alongside the organiser of the world's leading ceramitec exhibition and our shared expertise, and team synergies and partnerships will establish the event as one of the most important in Asia".

Dr. Jürgen Blumm, Chairman of the ceramitec advisory board and CEO of Netzsch says "As an active player in these countries and keen exhibitor at ceramitec, we are excited to hear about Messe München's activity in the ASEAN region. We are looking forward to being part of the promising outlook for the shows in both Thailand and Vietnam and of course our place at the forefront of the development of the industry in this very important region."

Further details on ASEAN Ceramics Thailand: www.aseanceramics.com.



ASEAN ceramics will continue to boost the ceramics industry in one of the world's most important ceramic regions.

ceramitec

ceramitec is the leading international fair for the ceramics industry. It covers the entire spectrum of the industry—ranging from classical ceramics and raw materials to industrial ceramics, technical

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ceramics and powder metallurgy. ceramitec 2018 attracted 633 exhibitors from 38 countries and over 15,000 participants from 93 countries. ceramitec takes place every three years; however, the 2021 edition was postponed to June 21-24, 2022.

ceramitec international

As India's leading trade fair for the ceramics industry, the annual Indian Ceramics Asia combines international competence with in-depth regional know-how. From 2022, the same will apply for ASEAN Ceramics Thailand and ASEAN Ceramics Vietnam, which will then be held for the first time under Messe München's direction and will alternate annually.

About Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungscenter München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.