

March 3- 5, 2020
The Exhibition Centre, Gandhinagar, Gujarat

Gandhinagar, November 14, 2019

Indian Ceramics Asia 2020 introduces Finished Good segment-

Ceramica

- 'ceramica' to be organized for the 1st time at Indian Ceramics Asia 2020
- Extensive presentation of ceramic tiles, sanitary ware, table ware and decorative
- Brining in global Buyers, Purchase Managers, Merchandisers, Traders, Wholesalers and Retailers under one roof

India's leading B2B trade fair for ceramic raw materials, ceramic machinery & ceramic technologies is gearing up for its 15th edition to be held at The Exhibition Centre, in Gandhinagar from 3rd to 5th March 2020. The rapidly evolving ceramics industry, estimated to grow at 9% CAGR to become 7.5bln EUR by 2022, is optimally represented at Indian Ceramics Asia.

For the past 14 years, Indian Ceramics Asia has been closely working with the Asian ceramic industry. This year with the launch of **ceramica**, the organizers aim to bring the extensive ceramics eco-system together on one stage and tie loose ends.

State-of-the-art finished goods display at ceramica

From raw materials, parts and machinery to the high-end finished goods: the complete supply-chain of the ceramic world will be present at the one-stop trade fair and unique worldwide platform.

With the addition of the new segment 'ceramica', India Ceramics Asia intends to address the ceramic industry as a whole and provide ideal platform to showcase an extensive range of products to a global audience.

Mr. Bhupinder Singh, CEO of Messe Muenchen India and Mr. Ken Wong, General Manager of Unifair Exhibition Service Co. Ltd jointly commented on ceramica:

"The main intention behind the launch of ceramica is to drive holistic growth of the ceramic industry by hosting home-grown manufacturers and showcasing their goods and services to the international market."

Mr. Gerhard Gerritzen, Member of the Management Board Messe München GmbH and Mr. Amen Liao, President, Unifair Exhibition Service shared their thoughts on the addition on ceramica:

"With the introduction of ceramica, finished goods will not just find appropriate representation but the segment will also open doors to a million opportunities."

ceramica will showcase a wide range of ceramic tiles, sanitary ware, table ware and decorative items, manufactured locally and internationally. The new segment will also bring in international buyers and facilitate favourable opportunity to network and build profitable business alliances.

Messe Muenchen India Pvt. Ltd.

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Organised by



Messe München



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The upcoming edition of ceramic in co-location with Indian Ceramics Asia will take place from 3 – 5 March, 2020 in Gandhinagar at The Exhibition Centre.

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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.

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