

# Final report

## **New trade fair concept and strong international presence once again ceramitec makes innovations visible and strengthens ceramics as a key technology 26. March 2026**

Sabine Wagner  
PR Manager  
Tel. +49 89 949-20802  
Fax +49 89 949 97-20802  
sabine.wagner@  
messe-muechen.de

Ceramics are more than just a material: They are a silent driver of technological progress—often hidden, but indispensable. Whether in the energy transition, medical technology, or mobility, many innovations would not be possible without ceramic solutions. The central role they play was impressively demonstrated at ceramitec, held in Munich from March 24 to 26, 2026.

Over three days, the trade fair halls once again became the international meeting place for an industry with a close-knit global network: With 485 exhibitors from 38 countries and a 66 percent share of international exhibitors, ceramitec underscored its global significance. Around 120 companies were either newcomers or returning after a long absence. Spread over 33,000 square meters, the industry presented its entire spectrum—from traditional ceramics to highly specialized applications to the total of around 12,000 visitors from 74 countries.

Collin Davis, Executive Director of Capital Goods Shows, is pleased with the positive result: “The increased number of exhibitors, the strong international presence, and the return of many companies clearly show how relevant the trade fair is for the industry. We are delighted that the repositioning was so well received.” Dr. Jürgen Blumm, CEO Business Unit Analyzing & Testing at Netzsch and Chairman of the ceramitec Advisory Board, certainly agrees with that: “ceramitec 2026 got off to an excellent start for us. Despite the difficult geopolitical environment, we had considerably more visitors at our stand. Interest in new technologies and innovations in the field of ceramic materials remains high.”

Messe München GmbH  
Am Messeseesee 2  
81829 München  
Deutschland  
messe-muenchen.de



Maritta Lepp, Exhibition Director of ceramitec, adds: “We are very pleased with the positive feedback from our exhibitors. In particular, the high quality of the discussions, making new contacts, and the clear focus on relevant topics were highlighted. The shortened duration also proved to be the right decision—it helped make the trade fair more dynamic and efficient.”

### **Marketplace for user industries**

ceramitec has also further enhanced its role as a central marketplace for user industries. It brings suppliers and users together strategically, and shows how high-performance ceramics can meet specific industrial challenges—from energy efficiency and protection against wear to new fields of application in high-tech industries.

This opinion is also shared by international companies who specifically use the trade fair to expand their business relationships. Richard Gaignon, CEO at 3DCeram, says: “What makes ceramitec truly special is its strong focus on technical ceramics and high-performance materials. It is a unique platform in Europe for bringing together key players from across the technical ceramics ecosystem.”

That clearly shows that the trade fair is not just a presentation space, but acts as a connecting element across the entire industry. For Dr. Lars Schnetter, Managing Director at Schunk Ingenieurkeramik, “ceramitec impressively demonstrates how technologically diverse and at the same time fit for the future our industry is—from traditional ceramics to high-tech aerospace applications. It is the place where the entire industry becomes visible and its technological relevance is communicated to the outside world.”

### **Focus on heavy clay ceramics**

Traditionally, heavy clay ceramics were once again an important part of ceramitec and stood for the industrial importance of ceramic applications in construction. In the new hall concept for A4, the area was enhanced by a central catering space as a meeting point, which promoted exchange and improved visitor guidance. Karl Liedel, Sales Director at Lingl Solead, confirms: “ceramitec 2026 once again offered us an outstanding platform for meeting our worldwide partners and customers face to face.

The new hall concept ensured a considerably higher volume of visitor traffic in the hall.”

### **High quality and strong business platform**

ceramitec also impressed with its high level of professional quality and its role as an international business platform. Decision-makers from industry, research and user industries made strategic use of the trade fair for specific project discussions and to look for partnerships, as Thomas Nogueira, CEO at Arc Impact (Desktop Metal), confirms: “With its exceptional technical depth and strong application focus, ceramitec enables high-quality, forward-looking dialogue with partners and customers from around the world, which we consider a key highlight of the event.”

This opinion is also backed up by the visitor structure, which combines a particularly high degree of expertise and decision-making authority. Andrea Pasquali, CEO at Keller HCW, says: “What makes ceramitec valuable is not just the number of people attending, but the level of expertise and decision-making responsibility you find here. You meet people who are actively shaping investment decisions, technology roadmaps and production strategies. That is exactly the kind of audience we want to engage with. What I especially value at ceramitec is that it combines business relevance with inspiration.”

### **Conference program provides impetus**

In the meantime, the ceramitec conference program addressed future topics and served as an important platform for knowledge transfer. The focus was on decarbonization and energy-efficient production, digitalization along the process chain, additive manufacturing, and new applications in the areas of energy, environmental technology, medical technology, and mobility. Formats such as the “ceramitec talks”, guided tours, and networking offerings promoted an interdisciplinary exchange between industry, research, and young talent.

The fact that these topics strike a chord with the industry and play a major role in shaping the discussions is also underscored by Thiago Boscolo Costa, Vice President at Saint-Gobain Performance Ceramics and Refractories: “This year’s discussions confirm a strong focus on improving process efficiency and addressing

sustainability challenges in high-temperature industries, making it a key space to share perspectives and align on future priorities.”

In closing, Dr. Johannes Homa, CEO at Lithoz puts it in a nutshell: “For us, ceramitec is not just the global leading trade fair for this material. Our involvement at ceramitec also means ‘coming home’. It is the strong home base for our entire industry.”

The next ceramitec will be held in Munich from April 25 to 27, 2028.

**Further information on ceramitec at <http://ceramitec.com>**

#### **ceramitec**

ceramitec is the only trade fair in the world that allows visitors to experience the entire range of high-performance ceramics – from raw material extraction to applications in high-tech industries. With its new positioning, it bridges the gap between tradition and innovation. Under the motto “A high-performance material like no other. Discover ceramics.” ceramitec makes the social and industrial relevance of ceramics visible. The next ceramitec will be held from April 25 to 27, 2028 at the Messe München exhibition center.

#### **Messe München**

As one of the world’s leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include 14 of the world’s leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. That makes Messe München an important economic driver, triggering purchasing power effects in the billions.