

Press release | 17.09.2026

ceramitec presents its initial priorities for 2028

- **ceramitec expands its focus to include additional application areas**
- **Automation for more efficient and stable ceramic production processes**
- **Circular economy is a key issue for the future of the ceramics industry**

New areas of application, innovative production technologies, and the growing importance of ceramic materials are opening up a wide range of future opportunities for the ceramics industry. This momentum was evident at ceramitec 2026, as was the strong interest in specific applications and in the discussions with downstream industries. ceramitec 2028 is building on this. From April 25 to 27, 2028 the trade fair will once again bring together manufacturers, users, and stakeholders from research and development at the exhibition center in Munich—with a more focused profile and three key areas of development.

Technical ceramics for strategic future markets

Ceramic materials are indispensable for numerous high-tech applications. That is why ceramitec will open itself up even more to fields of application in which technical ceramics will play a key role in the future. These include semiconductor manufacturing, aerospace, medical technology, battery, storage, and hydrogen technologies, as well as the defense and security sector.

A dedicated exhibition concept is being developed in Hall A6 for these strategic industries. It specifically involves manufacturers of ceramic components and highlights how their solutions contribute to performance, safety, and technological progress.

In addition, ceramitec is increasingly focusing on a cross-industry strategy. As part of the Messe München network, it can build bridges between the ceramics industry and key end-user sectors. In the future, synergies with other technology

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

Messe München GmbH
Am Messesee 2
81829 Munich
Germany



trade fairs will be leveraged in a more targeted manner, for example in the fields of mobility, electronics, semiconductor manufacturing, and energy storage.

More opportunities for practical application in the supporting program

This trend is reflected in the event program. The forum focuses on real-world use cases and practical examples. Representatives from downstream industries share their perspectives on requirements, experiences, and solutions based on the principle of “users for users.”

In addition, guided tours focusing on specific value chains and areas of application will take visitors through the trade fair, where they will learn in which areas ceramic technologies already play a crucial role today and get to know the new application possibilities that are emerging.

Transforming production efficiently and intelligently

ceramitec 2028 will also focus on the transformation of ceramic production processes. Growing pressure to improve efficiency, high quality standards, and the increasing shortage of skilled workers call for solutions that make processes more stable, more resource-efficient, and more scalable.

The focus is on automation and AI-driven process optimization. Intelligent systems can help systematically analyze process data, detect deviations early on, and reliably ensure quality.

The circular economy secures industrial resources

The third area of development concerns the topics of circular economy and securing raw materials. In this context, ceramitec views circularity not only as a sustainability topic but also as a key issue for the future of the ceramics industry. This is because the availability of raw materials, security of supply, and resource efficiency are increasingly becoming key factors for success. The focus here is how ceramic residues, production waste, and secondary raw materials can be reused industrially.

The planned joint pavilion, “From Recycling to Raw Materials,” picks up on this trend. It creates a platform for solutions throughout the process chain—from processing and sorting to the provision of high-quality secondary raw materials.

Maritta Lepp, Exhibition Director of ceramitec, explains: “Ceramics are at the heart of many technologies that will shape our lives and our industry in the coming years. We would like to highlight these connections even more clearly at the next trade fair. At the same time, our exhibitors are grappling with very specific questions: How can they maintain reliable production despite scarce resources and a shortage of skilled workers? How can processes be managed



more intelligently and raw materials kept in the cycle? ceramitec is the place where the industry, together with users, develops viable solutions.”

You can find more information at <https://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 in Munich from April 25 to 27, 2028.

About Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. These include 14 of the world's leading trade fairs such as bauma, BAU, IFAT and electronica, cooperative events such as the IAA MOBILITY, and numerous guest events.

With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its around 1,200 employees in the Group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong (Special Administrative Region), Thailand, the U.S., and Saudi Arabia. Around 150 events held annually attract more than 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.