

## Press release

### **Ceramics, jewelry and watches: ceramitec and the BVSU promote innovation along the value chain**

**15. May 2025**

The German Association of Jewelry, Watches, Silverware and Related Industry (BVSU) and ceramitec are entering into a strategic partnership. ceramitec, the world's leading trade fair for high-performance ceramics, takes place every two years at the exhibition center in Munich. The next exhibition will be staged from March 24 to 26, 2026.

Among other things, the focus will be on technical ceramics. These materials play an important role in sectors such as medical and dental technology, in the automotive and aviation industries, and of course also in the jewelry and watchmaking industries, among many other business areas. Another important segment at ceramitec will be powder metallurgy, a manufacturing process which is relevant for many BVSU members.

At ceramitec, leading global exhibitors will be presenting innovative solutions and processes along the entire value chain – from raw materials and production processes to the finished component. With more than 13,000 participants from 84 countries, the trade fair offers an ideal platform to find out about the latest technologies and materials for your own production processes. This is where the partnership with the BVSU comes in. The aim is to promote a transfer of technology between exhibitors and visitors to the trade fair and members of the association. Concrete activities with other partners are being prepared.

Maritta Lepp, Exhibition Director of ceramitec, explains: "The jewelry and watch industry opens up a new target group for us in the field of technical ceramics,

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which still has a lot of potential. The BVSU is the ideal partner and multiplier for us in the industry.”

BVSU Managing Director Guido Grohmann is looking forward to the collaboration: “ceramitec is an ideal platform for our member companies to find out about the latest technologies and materials for their own production processes and to meet potential business partners. We are looking forward to exciting moments and encounters at ceramitec!”

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

#### **ceramitec**

ceramitec is the leading trade fair for the ceramics industry. Every branch of the industry is represented, from classic ceramics, raw materials and industrial ceramics to technical ceramics and powder metallurgy. The next ceramitec will be held from March 24–26, 2026, in Munich.

#### **The German Association of Jewelry, Watches, Silverware and Related Industry (BVSU)**

The German Association of Jewelry, Watches, Silverware and Related Industry (Bundesverband Schmuck und Uhren, Silberwaren und verwandte Industrien e.V. – BVSU) was founded in Pforzheim in 1947. It represents the interests of over 170 predominantly medium-sized member companies and stands up for them at the national, European and international level. The association is a member of the Federation of German Industries (BDI). It is responsible for the leadership of the German associations in the World Jewellery Confederation CIBJO. The BVSU also represents the interests of the German watch industry in the Standing Committee on European Watchmaking CPHE. The association is also a member of the Responsible Jewellery Council (RJC) and the Watch & Jewellery Initiative 2030.

#### **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 twelve 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. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.