

## Press release

### **Messe München and DKG strengthen partnership for ceramitec 2026**

**9. December 2025**

Sabine Wagner  
PR Manager  
Tel. +49 89 949-20802  
Fax +49 89 949 97-20802  
[sabine.wagner@messe-muechen.de](mailto:sabine.wagner@messe-muechen.de)  
messe-muechen.de  
Messe München GmbH  
Am Messesee 2  
81829 München  
Deutschland  
[messe-muenchen.de](http://messe-muenchen.de)

In just under four months, the international ceramics industry will meet in Munich for **ceramitec** from March 24 to 26, 2026. The trade fair focuses on the high-performance material ceramics with its diverse applications. Messe München and the German Ceramics Society (DKG) are using the upcoming event to further intensify their collaboration. The aim is to place even more emphasis on ceramics as a key material in modern technologies – particularly with regard to key global challenges such as sustainable energy supply, the hydrogen economy, microelectronics, mobility, and medicine.

#### **DKG Agora: New platform for innovation and exchange**

With the new Agora in Hall A5, the DKG is offering a platform for the first time at **ceramitec** on which startups, small and medium-sized enterprises, and educational and research institutions can present their innovations inexpensively and with high visibility.

On the second day of the trade fair, the program will include practical presentations on “Ceramics for Eco-Applications” and “Ceramics for Extreme Conditions”. The sessions are application-oriented, interactive and provide for the active involvement of young researchers.

#### **Career Day and Women’s Forum promote young talent and diversity**

Another highlight is the Career Day, jointly organized by the DKG, the ECTS (European Ceramic Technology Suppliers), and Messe München, which will take place on the first day of the trade fair. It will provide students and trainees with insights into career paths and give them the opportunity to make contact with companies during interactive poster sessions and guided tours. The journey



there by bus transfer has been organized with the support of company sponsors and in cooperation with the VDMA.

It will be followed by the “ceramitec Women’s Forum”, a joint initiative of “Womeninceramics”, “Women@Refractories”, and Messe München. It will focus on diversity, innovation and equal opportunities in the ceramics industry.

### **Strong together for the future of the ceramics industry**

Maritta Lepp, Exhibition Director of ceramitec, stresses the importance of the expanded collaboration: “We are delighted that the DKG is providing fresh impetus with new initiatives such as the Agora and the Career Day. This will enable ceramitec to network even more closely with the industry and keep its finger on the pulse of its developments. Together with the DKG, we are highlighting important aspects to make the innovative strength and diversity of the ceramics industry internationally visible.”

Dr. Stefan Pfeiffer, Managing Director of the DKG, also sees the partnership as an important contribution to the further development of the industry: “The partnership between DKG and Messe München is a win for industry, research, and young talent. With our network and expertise, we are jointly creating a high-quality offering for an industry that makes a decisive contribution to solving future global issues.”

**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 March 24 to 26, 2026 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 13 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.