

Organised by



## POST SHOW REPORT

**India's only B2B trade fair for the ceramics  
and brick industry**



**05 - 06 - 07**

**March, 2025**

Helipad Exhibition Centre,  
Gandhinagar, Gujarat



## STEERING THE FUTURE OF CERAMICS

"Indian Ceramics Asia 2025 has once again reinforced its role as a key platform for the ceramics and brick industry, bringing together stakeholders from across India and the world.

The strong international participation and meaningful business discussions over the past few days reflect the industry's commitment to growth and global expansion.

This trade fair continues to facilitate valuable partnerships, trade opportunities, and knowledge exchange, enabling businesses to navigate market dynamics with confidence."

### **Bhupinder Singh**

President IMEA (India, Middle East, Africa), Messe München & CEO, Messe München India



"It has been a pleasure to once again co-organize another successful edition of Indian Ceramics Asia in partnership with Messe Muenchen India. The 2025 edition delivered outstanding participation, global collaboration, and rich knowledge-sharing. We look forward to further enhancing its international stature and bringing greater value to all stakeholders."

### **Ken Wong**

General Manager,  
Unifair Exhibition Service Co. Ltd.



# INDIAN CERAMICS ASIA 2025

## Core Objectives & Purpose

Indian Ceramics Asia 2025 was strategically designed to achieve the following objectives and purpose:

### Global Industry Representation

- ▶ This event featured top brands from Germany, Italy, Spain, China, India and more, highlighting groundbreaking advancements in machinery, raw materials, and technical ceramics.
- ▶ German and Italian Pavilions showcased European innovation, providing Indian businesses with insights into world-class technologies.



### INAUGURAL SESSION



### Indian Ceramics Supply Chain Conference

- ▶ Making its debut at the event, the conference focused on boosting supply chain efficiency through:
  - Tackling challenges in cost-effective domestic transportation.
  - Navigating complexities in international logistics to support global trade.
  - Enhancing warehousing and intralogistics tailored to the ceramics industry.

### Live Demonstrations of Cutting-Edge Machinery

- ▶ The Live Demo Zone featured hands-on demonstrations of advanced ceramics machinery.
- ▶ Visitors experienced firsthand how these technologies improve efficiency, reduce costs, and boost productivity in manufacturing processes.



### Strategic Insights Through Conferences

- ▶ These conferences provided a platform for industry leaders to discuss key topics like:
  - Alternative fuels and energy conservation in ceramic manufacturing.
  - International logistics strategies and cost optimization.
  - Advanced manufacturing practices for sustainability and growth.

### Ceramics Career Connect: Building the Industry's Future

- ▶ This zone facilitated connections between industry leaders and young talent.
- ▶ It addressed the industry's workforce challenges by providing job seekers with opportunities and businesses with skilled professionals.



## EXHIBITOR INSIGHTS

**250+**  
Exhibiting Brands



## EXHIBITOR CATEGORIES

**40%**

Machinery, plant & equipment for fine & refractory ceramics

**10%**

Refractory materials, firing aids, kilns & equipment

**35%**

Raw materials & additives, powders, production materials & ancillaries

**10%**

Technical ceramics

**20%**

Machinery, plant & equipment for coarse ceramics

**07%**

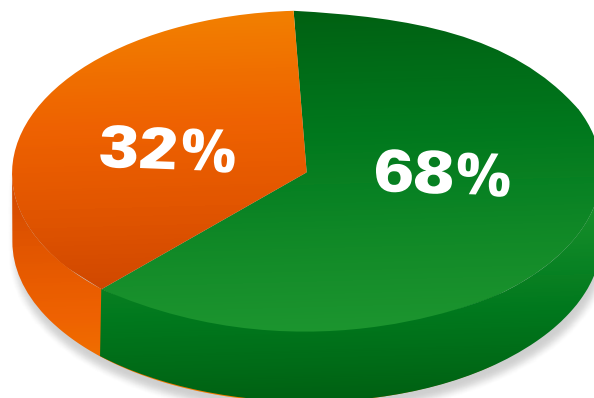
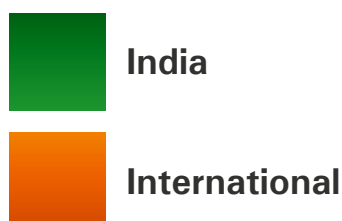
Others \*

**15%**

Ceramic products

\*Includes media, research institutes and powder metallurgy

## RATIO OF DOMESTIC TO INTERNATIONAL EXHIBITORS





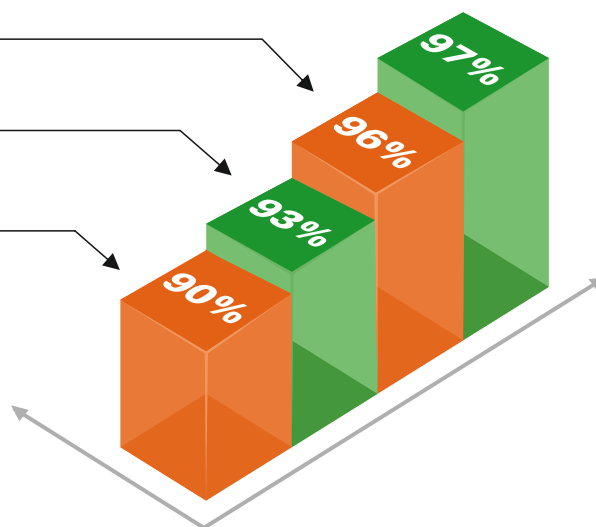
## EXHIBITOR SATISFACTION

▶ Gained competitive advantage

▶ Would recommend to others

▶ Rated exhibition good to excellent

▶ Plan to exhibit again



## EXHIBITING COUNTRIES



Brazil



China



France



Germany



Italy



Slovenia



Spain



Thailand

## TARGET AUDIENCE



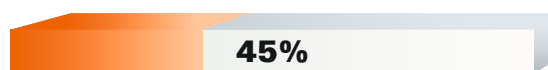
▶ Tile manufacturers



▶ R&D professionals



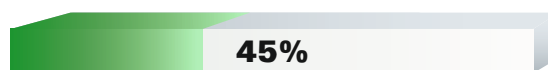
▶ Sanitaryware manufacturers



▶ Artistic ceramics manufacturers



▶ Technical and advanced ceramics manufacturers



▶ Mine owners



▶ Technology seekers and consultants



▶ Brick manufacturers

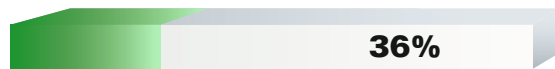
## PURPOSE OF PARTICIPATION



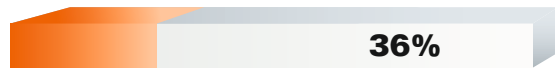
- ▶ Building customer relationships



- ▶ Increase brand awareness



- ▶ Explore new market opportunities



- ▶ Generate sales leads



- ▶ Evaluating opportunities to enter Indian ceramic industry



- ▶ Introducing new products and services



- ▶ Meet existing customers & partners



- ▶ Identify new distributors and agents

## VISITOR INSIGHTS

**8010**  
Visitors



## TOP VISITING COUNTRIES



UAE



Italy



Sri Lanka



Bangladesh



Malaysia



Iran



Russia



China



Oman



Vietnam



United Kingdom



Germany



Spain



Nepal



France



Turkey

## VISITOR SEGMENTS

88%

Tiles manufacturers

65%

Artistic ceramics manufacturers

85%

Technical ceramics & advanced ceramics manufacturers

65%

Sanitaryware manufacturers

82%

Mine owners

40%

Brick manufacturers

75%

R&D professionals & technical educational institutes

55%

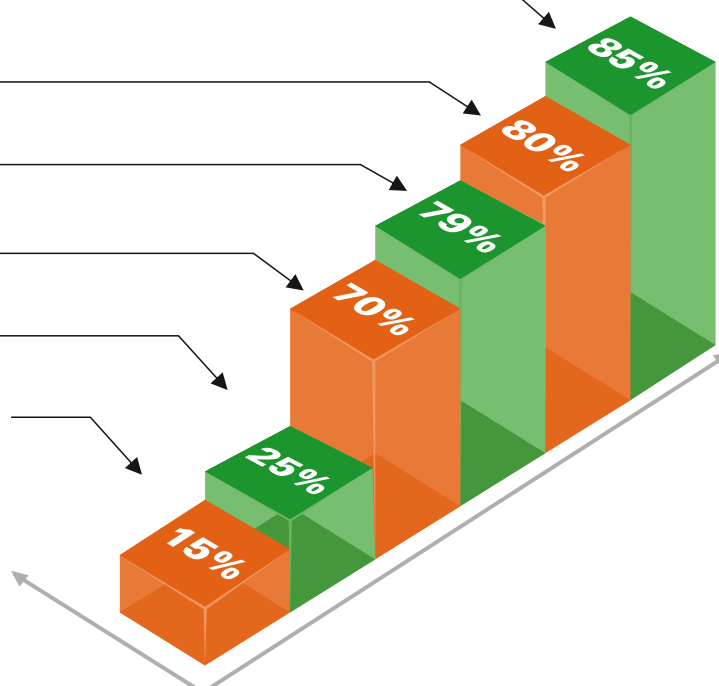
Others

70%

Technology seekers & consultants

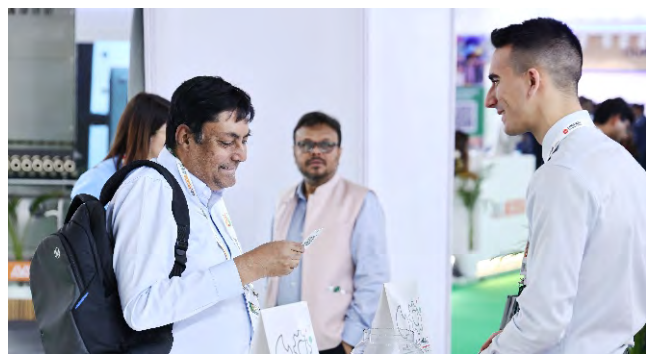
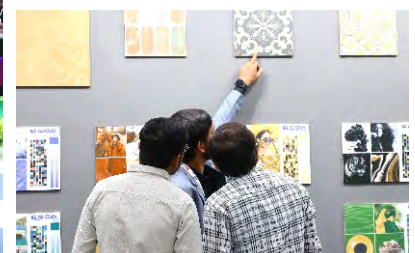
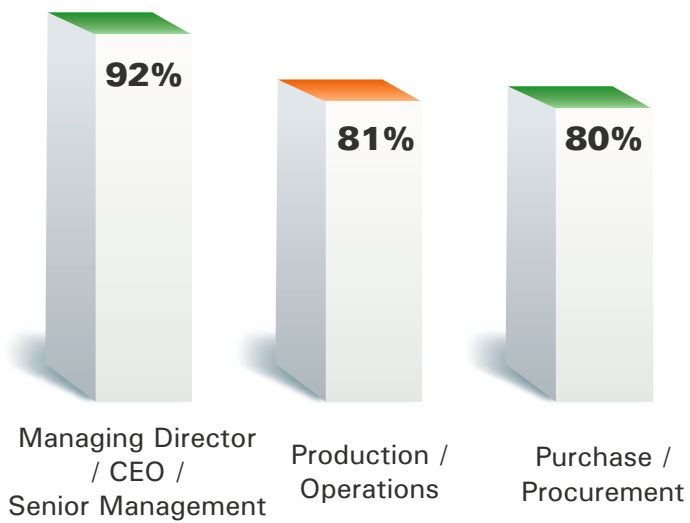
## PURPOSE OF VISITING

- ▶ Find suppliers & partners
- ▶ Explore new products & innovation
- ▶ Compare industry trends
- ▶ Business networking
- ▶ Attend the Ceramic Career Connect
- ▶ Attend conferences & knowledge sessions





## PROFILE OF VISITORS



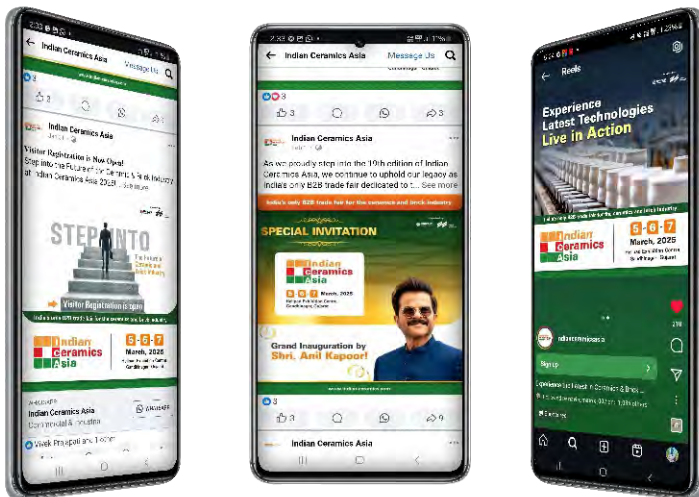


# MARKETING ACTIVITIES

## OUTDOOR



## SOCIAL MEDIA & BROCHURES



## MEDIA COVERAGE



## EXHIBITOR TESTIMONIALS



"Indian Ceramic Asia is a great platform for those who cannot travel extensively. It offers a concentrated three-day opportunity to understand available technologies, emerging markets, and changing trends. I believe it is very useful to have such exhibitions."

### **Mahendra Tripathi**

Country General Manager & Executive Director  
Lamberti India Private Limited

"We are pleased to announce our return to India and have reconnected with old friends and made new ones, and we look forward to building an even stronger presence in the Indian market."

### **Hongji Duan**

Vice President  
Aokerola Group



"We received a very positive response and high visitor engagement. We continue to participate because this exhibition delivers results and we are definitely participating next year as well."

### **Satyavan Dhayal**

Director  
Hope Ceramics Machinery (I) Private Limited

"I really appreciate this platform because many customers are coming, and it's an open space where our guests from our Italian headquarters also visit. There is a valuable exchange of technology and thought processes. So, I think it is a great platform."

### **Anand Pande**

Managing Director  
SACMI Engineering India Private Limited



"We received significant interest from customers in the products we're showcasing here. Many of our existing clients visited us to evaluate new investments, and we also engaged with several new companies with whom we look forward to collaborating."

### **Paolo Masutti**

East Europe, Asia, ME&A Branches Manager - General Management  
System Ceramics

"Our first year in Ahmedabad exceeded expectations—steady visitor flow kept our booth buzzing, and the response was very good. For any tile or ceramics company seeking top quality and competitive pricing, this show is the place to be."

### **Madan Mohan**

Managing Director  
Rajasthan Mining and Minerals



## SPEAKER TESTIMONIALS



"This is one of the most professional exhibitions I have seen in recent years. The range of organizations exhibiting their products and services is also much better than in the last few years. I particularly like this event because there is more interaction between customers, suppliers, and professionals."

**Dr. Shyam Rao**

CTO  
CUMI Ltd.

"You have done a great job. Bringing together so many from the ceramic industry – producers, equipment manufacturers, and support services – to one location on such a large scale is a tremendous task. I congratulate the organizers."

**Rakesh Ranjan Pandey**

Brand Consultant  
RefTech



"The experience was very good when I presented my fuels, and my products to the participants over here."

**Prateek Verma**

Manager (LPG-CS)  
Indian Oil Corporation Limited

"Indian Ceramics Asia feels like our home ground. The quality of attendees—industry leaders, enterprise managers, and ecosystem visionaries—makes it an invaluable platform for networking and bringing our products to market quickly."

**Neal Thakker**

Founder and CEO  
Magma Group



"It was a pleasure to visit the show and to speak at one of the sessions. I had the opportunity to walk around and see the stalls, and more importantly, the quality of the stalls. It was a great experience, and I am sure this industry will do very well."

**Samir J. Shah**

Director, JBS Jeena Logistics & VP, ACAA  
JBS Jeena Logistics

"It was a great experience attending the ceramic industry seminar based on supply chain aspects. There were a lot of insights, knowledge upgrades, and innovations being discussed in the ceramic industry and in supply chain and logistics. I think it was wonderful. Awesome."

**Rajinder Singh Maan**

General Manager, Supply Chain Management  
RAK Ceramics





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