

Industry Gathers at Indian Ceramics Asia 2025 to Navigate Challenges and Explore Opportunities

Gandhinagar, Gujarat: The 19th edition of Indian Ceramics Asia, held from **March 5-7, 2025**, at the **Helipad Exhibition Centre, Gandhinagar**, wrapped up with **high-energy business discussions, strategic collaborations, and a clear vision for the industry's future.**

At a time when **the ceramics industry is navigating cost pressures, energy price volatility, and shifting global demand**, the trade fair provided a **much-needed catalyst** for businesses to explore **new strategies, optimize supply chains, and embrace innovation.** Over **250+ brands and 8010 industry professionals** from 32 countries came together to exchange insights, forge partnerships, and adapt to the evolving market landscape.

While challenges remain, **Indian Ceramics Asia 2025** demonstrated how the **industry is recalibrating its approach**—whether through **cost-efficient production, smarter logistics, or advanced materials and machinery.** The show saw strong participation from leading players such as Amberger Kaolinwerke, Astron Zircon, CARBORUNDUM UNIVERSAL, Endeka Ceramics India, HLT-DLT, Hope Ceramics, Keda, Lamberti India, LB OFFICINE MECCANICHE SPA, Linux Magnetics, Modena, SACMI, SIBELCO INDIA MINERALS, SOKA, Sukaso Ceracolors, Systems Ceramics and many more.

With two **dedicated international pavilions from Italy and Germany**, global suppliers showcased how European advancements in **machinery, automation, and sustainability solutions** could support **Indian manufacturers in navigating current market pressures.**

"Indian Ceramics Asia serves as a vital gateway for Italian manufacturers looking to collaborate with India's rapidly evolving ceramics industry," shared **Antonietta Baccanari— Trade Commissioner, ITA - Italian Trade Agency, New Delhi Office and Coordinator for India Bangladesh and Sri Lanka.** *"With growing demand for advanced technology and localized solutions, this platform enables us to showcase cutting-edge innovations while fostering long-term partnerships with Indian manufacturers."*

Beyond product showcases, **Indian Ceramics Asia 2025** delivered impactful discussions through Conference Program, where leaders across the ceramics ecosystem tackled some of the most pressing industry challenges.

- Industry experts examined how **alternative fuels and energy conservation** are shaping the future of ceramic manufacturing, urging businesses to rethink **cost structures and operational efficiencies.**
- From **domestic transportation hurdles to international logistics strategies**, discussions led to actionable solutions that could **reduce delays and optimize costs** for manufacturers.
- Leaders from **top ceramics brands** explored how India can **strengthen its global positioning, enhance automation, and integrate advanced manufacturing practices** for long-term sustainability.

Industry Leaders on Why Indian Ceramics Asia Matters

"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," said **Bhupinder Singh, President IMEA (India, Middle East, Africa), Messe München & CEO, Messe München India.**

Ken Wong, General Manager, Unifair Exhibition Service Co. Ltd., highlighted the evolving industry dynamics: *"This platform has become an unmissable event for Asian suppliers of raw materials and*

technologies. The 2025 edition facilitated meaningful business exchanges between Indian and international companies, and we anticipate even greater participation and success in the next edition."

The event was backed by leading industry associations, including the **Indian Council of Ceramic Tiles and Sanitaryware (ICCTAS)**, **All India Brick & Tiles Manufacturers Federation (AIBTMF)**, **Central Glass & Ceramic Research Institute (CGCRI)**, **Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC)**, **IEC Inter Expo Consult GmbH**, **American Ceramic Society (ACerS)**, **Bangladesh Ceramic Wares Manufacturers Association (BCWMA)**, and the **Morbi Ceramics Manufacturers Association**.

Morbi, which accounts for over **90% of India's ceramic production**, remained at the center of discussions as the industry works to navigate global demand shifts and rising production costs.

Speaking on the event's impact, the **Presidents of the Morbi Ceramic Manufacturers Association** collectively stated: *"Business has been challenging for Morbi in recent times, with rising input costs and slowing demand impacting growth. In this backdrop, **Indian Ceramics Asia offered a much-needed glimmer of hope**—acting as a catalyst and a window to both domestic and international markets. This platform remains an essential driver of progress for Morbi's manufacturers, connecting them with **new opportunities, advanced raw materials, automation, and cost-efficient production solutions** "*

The **Live Demo Zone** became a hotspot for visitors, allowing manufacturers to see **new-age machinery in action**, helping them evaluate **cost-efficiency and automation** solutions firsthand.

Meanwhile, the **Ceramics Career Connect program** successfully connected skilled professionals with industry leaders, addressing a key gap in workforce availability and upskilling opportunities.

Looking Ahead: Indian Ceramics Asia 2026

With the **ceramics industry adapting to a changing global and domestic landscape**, Indian Ceramics Asia remains a **crucial enabler of business growth and knowledge-sharing**. The **2025 edition reinforced the industry's commitment to innovation, supply chain efficiency, and stronger international collaborations**.

As the industry moves forward, **Indian Ceramics Asia 2026** promises to bring even **greater business opportunities, advanced technology showcases, and global partnerships** to help Indian manufacturers stay competitive.

For more details, visit www.indian-ceramics.com.