

Connecting Global Competence



Messe München

Hot spot for the
ceramics industry

Information for
exhibitors

Ceramitec 2018

Technologies · Innovations · Materials

April 10–13 · Messe München
ceramitec.com

ceramitec 2018: some of the best

It is here that the entire industry comes together.

At the heart of innovation. ceramitec is the world's leading trade fair for the ceramics industry. At this event, you can meet business associates, market leaders, and decision-makers. You can find new customers and get an overview of the most recent developments in the market.

Hand in hand. Together with its exhibitors, ceramitec represents the entire value chain of the industry. For your success.

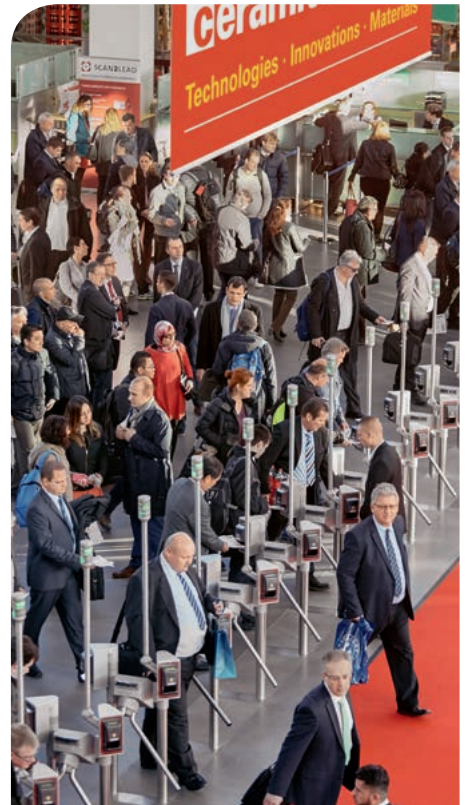
Global innovations in heavy clay, fine and refractory ceramics are represented alongside the raw materials sector, technical ceramics, and powder metallurgy—from industry to research and development.

You'll be able to do the following at ceramitec:

- Meet market leaders from across the world
- Speak to decision-makers at the venue
- Make use of a complete overview of the market with a wide range of products on offer
- Take advantage of the high level of expertise of the professional visitors from all over the world
- Network with scientists, manufacturers, and users
- Be inspired by the exclusive conference program
- Discover new synergies and possibilities for future investments

Flourishing post-trade fair business.

In a survey, **77% of exhibitors** said that their business after ceramitec was **excellent/good**.



Success through synergy. The entire value chain at ceramitec 2018:

- | | | |
|---|--|--|
| 1. Raw materials and additives, powder, production materials, and ancillaries | 10. Glazing/decorating/ surface treatment | 17. Tools/replacement parts/consumable parts |
| 2. Storage | 11. Heat treatment | 18. Environmental protection |
| 3. Delivery | 12. Measuring/controlling/ regulating | 19. Technical ceramics, components/services |
| 4. Feeding/metering | 13. Analytics/laboratory | 20. Powder metallurgy |
| 5. Weighing | 14. Plant construction/ engineering | 21. Research/teaching/ technology transfer |
| 6. Grinding | 15. Dust extraction/filtering | 22. Technical publications/ professional associations/ organizations |
| 7. Classifying/ separation technology | 16. Handling/packaging technology/automation | |
| 8. Mixing | | |
| 9. Molding | | |

When visitors become customers: efficient market presence



A round of applause! Your audience is made up of experts.

From expert to expert. One factor in the success of ceramitec is the outstanding level of expertise of its visitors. 94 percent of the exhibitors are impressed by the high level of our professional visitors. At ceramitec, you can communicate efficiently and on an equal footing. Many of the professional visitors come to ceramitec to find or conclude business deals.

It is an ideal platform for profitable discussions.



New ideas. New customers.

Are you looking to make contact with international markets or do you want to present new product innovations? Take advantage of the international potential of ceramitec and have face-to-face discussions with partners from outside of Europe. Exhibitors from 37 countries and visitors from 97 countries are right there at the trade fair venue.

Incredibly close to you.

Register now!

Book your stand and be part of the action. Register by March 31, 2017 and secure any number of free one-day ticket vouchers.

The registration deadline is June 30, 2017.

ceramitec.com/application

Between today and tomorrow.

Industry meets research. ceramitec is a powerful network providing the perfect platform between business and science. Leading figures within the industry encounter market players and the latest projects from research and development.

At ceramitec, you can find information on trends and future developments, and make use of the collated scientific expertise from across the world.

Top ten exhibitor countries

1. Germany	233
2. China	83
3. Italy	61
4. France	43
5. Spain	25
6. Great Britain	21
7. The Republic of Korea	16
8. USA	14
9. The Netherlands	14
10. Czech Republic	11

by number of exhibiting companies



Fire and flame at the world's leading trade fair

We are more than happy to assist you in planning your visit to the trade fair.

With our trade fair services, you will have professional assistance right from the start of your visit to the trade fair. Transparent budgets, customized stand design, and all-inclusive offers ensure that your planning goes smoothly.

We increase visibility. Make use of our advertising packages to really attract people's attention at ceramitec. Custom advertising spaces at the trade fair center, being included in trade fair media, and special advertising opportunities get you noticed.

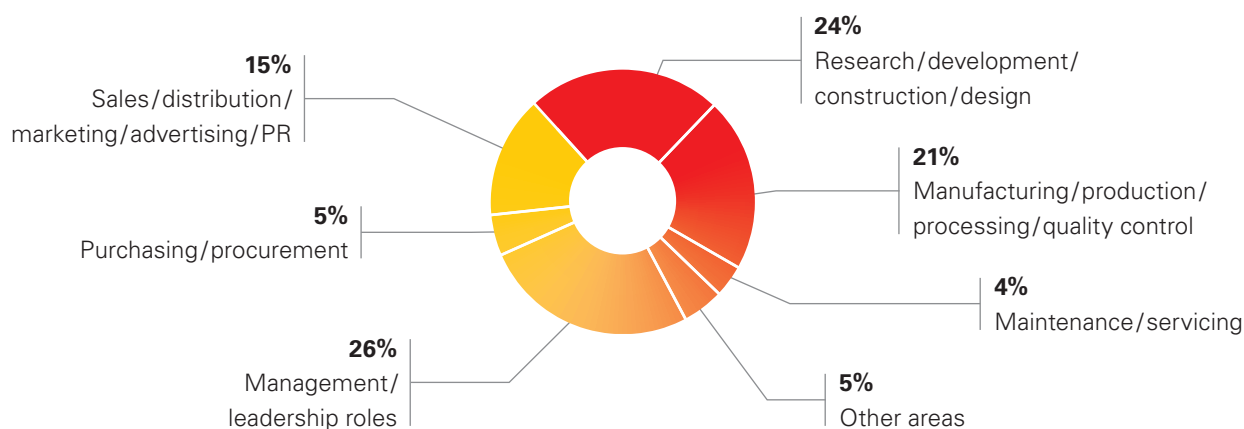
Journalists from across the world at the trade fair venue. With ceramitec, you are reaching news outlets. Speak to the media in press briefings and conferences in our press areas to ensure that your messages spread.



Perfect planning. Make use of our exhibitor services:

**[ceramitec.com/
exhibitorservices](http://ceramitec.com/exhibitorservices)**

Decision-makers at the trade fair venue. The professional visitor numbers at ceramitec 2015:



Our events program: groundbreaking and informative.

Up-to-date. Inspiring. Rewarding. How will the market develop in the future? Where does the potential for investment and profit lie? Which synergies promise better cost efficiency and what are the trends for the coming years?

Top experts will give you free information on the most up-to-date and promising developments within the industry.

Hint: Safeguard the high potential of your industry. During the ceramitec **Career Day**, the young talents and managers within your company will have the chance to present themselves.

Top ten visitor countries

1. Germany
2. Italy
3. Turkey
4. France
5. Austria
6. Spain
7. Poland
8. Czech Republic
9. Russian Federation
10. China



Success in numbers at ceramitec 2015:

600 exhibitors from **37** countries and over
15,000 participants from **93** nations.*

Information and facts
on ceramitec at a glance:

Read all about the highlights
and success in numbers.

ceramitec.com/facts

"ceramitec 2015 went even better for us than 2012, and the caliber of the visitors was spectacular. We had more visitors, who came from all over the world. The event met all of our expectations."

**Gianni Barucco, General Manager,
BONGIOANNI MACCHINE SPA,
Italy**

"We are very pleased. Not only did we meet a large number of visitors here, we also put pen to paper on new contracts."

**Claude Schneider,
Managing Director, CERINNOV,
France**

"We are very content with ceramitec 2015. We met with 30 percent more customers compared to the last ceramitec event, hailing from Europe, the Middle East, and the Far East."

**Dr. Jürgen Blumm, Marketing,
Sales and Application
Managing Director, NETZSCH
Gerätebau GmbH, Germany**

Munich, the trade fair location: a charming metropolis.

Munich is an ideal trade fair location for the hotspot of the ceramic sector.

The city has great international connections, and visitors to ceramitec 2018 can get to the modern trade fair center quickly and easily using the direct subway connection.

The Bavarian state capital also delights with a winning mix of business and countless leisure activities. Plus, the food on offer has something to suit every taste—from traditional Bavarian food through to sophisticated cuisine.

It is great for spending the evening cementing your business contacts in a relaxed atmosphere.



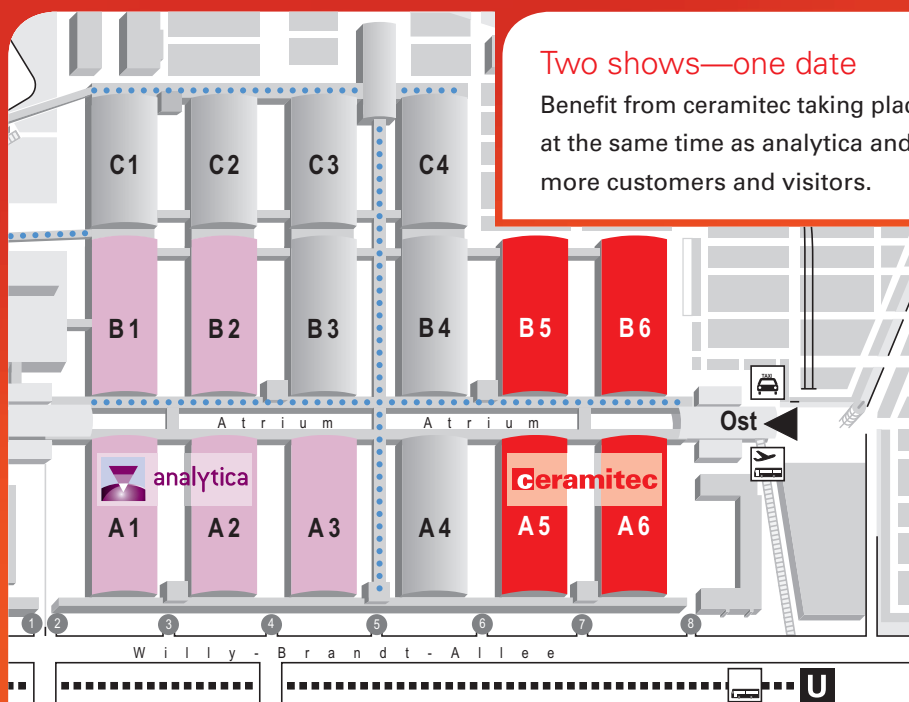
Reserve accommodation on Tradefairs.com

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Find all the information you need for your stay in Munich here:

ceramitec.com/stay



Two shows—one date

Benefit from ceramitec taking place at the same time as analytica and meet more customers and visitors.



analytica

Extra tip:

Anyone who registers by **March 31, 2017** will receive all one-day ticket vouchers ordered for free!

Registration deadline for exhibitors:

June 30, 2017

Contact/venue

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ceramitec is supported by:

- Bundesverband der Deutschen Ziegel-industrie e.V.
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- Fachverband Pulvermetallurgie
- Verband Deutscher Maschinen- und Anlagenbau e.V. (VDMA)
- Verband der Deutschen Feuerfest-Industrie e.V.

You can also visit us abroad:

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