

ASEAN Ceramics welcomes Asia’s leading manufacturers

ASEAN Ceramics 2015 has firmly established itself as the regional ceramic manufacturing event for Southeast Asia after its recent edition in September attracted Asia’s key ceramic manufacturers and its largest showcase of global technology and material suppliers.



The resounding message from ASEAN Ceramics 2015 was quality and professionalism as the event welcomed the region’s leading companies. 74.7% of visitors were directly involved in product purchasing, 43.8% were from management and senior management, 25.2% were from production and 17.8% were company owners, Managing Directors or CEOs.

“ASEAN Ceramics is important to our business. It brings all the key players in Asia together making sure our customers see the newest

and latest technology and that they get the feedback and the requirements they are looking for”, explained Mr. Geoffrey Dowdell, Managing Director of Ferro (Thailand), who are celebrating 24 years in the Thai market this year and were Gold sponsors of the ASEAN Ceramics 2015 expo.



ASEAN Ceramics 2015 was the second international biennial ceramic manufacturing event for the region, showcasing the entire scope of technology, materials and equipment for ceramic production in Asia, from test and measurement to materials, glazes, colors, through to kilns, moulds, digital printing, energy efficiency technologies and also consultancy, distribution, services, design and R&D. The total size of the event this year was over 6,000m², up by almost 50% on the previous edition.



The exhibition was co-located with the International Conference on Traditional and Advanced Ceramics, or ICTA 2015, providing a complete platform for business, innovation and technical advancements. The two day programme, sponsored by SCG Group, welcomed ninety-three papers presented by industry experts from Thailand, Japan, South Korea, Turkey, Malaysia, Australia, Germany and Taiwan.

The ASEAN Ceramics 2015 exhibition hosted 234 exhibitors with total visitor attendance representing 4,656 ceramic producers, suppliers and industry related companies from 36 countries. The highest number of Asian visitors attended from Vietnam, followed by India, China, Malaysia, Japan, Singapore, Taiwan, Sri Lanka, Bangladesh, Indonesia, Hong Kong, Korea, Brunei, Philippines, Myanmar and Pakistan.

Luca Ferraris, General Manager of SACMI Indonesia said that the *“Thailand market for us is important, with many of our customers here so we have a lot of good opportunities now and especially in the future”*. 54.5% of visitors were attending with the specific purpose of purchasing new machinery, raw materials or support services, with majority of others looking for new suppliers, meet existing suppliers, finding a regional distributor, or for market research purposes, according to the official onsite government verified audit.



Major ceramic companies visiting ASEAN Ceramics 2015 over the three day manufacturing event included American Standard, Asian Insulator, Cotto Tiles, Crown Ceramics, Dynasty Ceramics, Futura Ceramics, Hoang Minh, Italian-Thai Ceramic Refractory, Iwatani, Kohler, Lixil, Ocean Glass, Patra Porcelain, Rajiv Cera Impex, Royal Porcelain, SGI Tiles, Siam Refractories, Sosuco, Star Sanitaryware, TCI, Toto, Thai Ceramic Rooftile, Thai-German Ceramic Industry, UMI, Villeroy & Boch and Yong Thai to name a few.

100% of visitors to ASEAN Ceramics 2015 were ceramic industry professionals with the highest visitor interest reported in construction ceramic manufacturing, followed by pottery and porcelain production, sanitary ceramics, raw materials, additives, high-tech speciality ceramics, manufacturing process equipment, colours, glazes, tools, spare parts, artistic ceramics, decorative materials, training and consultancy.



ASEAN Ceramics 2015 was organised from 9-11 September 2015 at BITEC in Bangkok by Asian Exhibition Services Ltd, with the conference co-organized by the Thai Ceramic Society and sponsored by SCG Group. It

was supported by the Ministry of Industry, the Department of Industrial Promotion, TISTR, under the Ministry of Science & Technology, the Thailand Convention and Exhibition Bureau, the National Science and Technology Development Agency and the various national and regional trade associations, Universities and industry groups from throughout Thailand and the rest of Asia.



ASEAN Ceramics 2015 was the winner of the Rising ASEAN Trade Show Award presented this year by TCEB, under the Office of the Prime Minister. ASEAN Ceramics returns to Bangkok from the 7-9 September 2017 at BITEC.

For more information visit www.ASEANceramics.com, contact ceramics@aesexhibitions.com or call (+66) 2207 2412. For the latest industry and show developments join Asia's largest online ceramic manufacturing community at www.facebook.com/ASEAN.Ceramics.