

# 2011 China International Ceramics Industry Exhibition

## POST SHOW REPORT

**Sponsor:** China Ceramic Industrial Association  
**Organizer:** Unifair Exhibition Service Co., Ltd.

**2011.5.26-29 Pazhou Complex, Guangzhou**

### CROWNED WITH SUCCESS, ADVANCE WITH MORE PROGRESS

The largest ceramic industry event--2011 China International Ceramics Industry Exhibition, organized by China Ceramic Industrial Association and Unifair Exhibition Service Co., Ltd. was successfully closed on May 29<sup>th</sup>, 2011 in China Import and Export Fair Complex. Another brilliant achievement was reached with exhibiting area of 70,000m<sup>2</sup> as well as 4,000 booths while more than 650 famous companies from 16 countries and regions such as China, Italy, Spain, UK, Korea Germany etc.

With theme of "Change, Innovation and Advancement", focusing on "Inkjet-printing and energy saving and emission reduction technology", CERAMICS CHINA 2011 mainly showcase the latest and most advance technologies, equipments, raw materials, colors and glazes home and abroad while building ceramic, sanitary ceramic tableware and art ceramic are being displaying again after ceasing for years. "Brand Products of China Ceramics Industry in 2010 Display Area", "New Elite Products of China Ceramics Industry in 2010 Display Area" "Competitive ceramic products of Ceramic City of Jingdezhen" and "Tiling Display Area" being add to this section especially which indicate the overall strength of ceramics industry in China. CERAMICS CHINA 2011 is highly praised by exhibitors, buyers and people in ceramic field with its top technology, first level products, professional service and good effects.

In order to build the first-rate exhibition, CERAMICS CHINA 2011 increased government of 8 ceramic production base of Foshan, Chaozhou, Tangshan, Jingdezhen, Pingxiang, Zibo, Yixing and Liling as supporters, they are active in organizing ceramic companies visiting the fair as well as providing subsidy to those who participated. CERAMICS CHINA 2011 also increased ceramics industry association of Guangdong, Hubei, Jiangsu, Jingdezhen, Shandong, Henan and Hunan province as co-organizer, they did a great job in the promotion campaign and remarkable results have been achieved. Besides, 11 top companies in ceramic machinery and raw materials, color and glaze such as Keda, T&H, Henglitai, Meijia, Aokerola, Sinoma, Jumper, Zhongyao, Haiyuan, JCG, Z&D worked as co-sponsor and taking part in the exhibition actively.

Foreign institute such as Italian Trade Commission (ICE), Association of Italian Manufacturers of Machinery and Equipment for Ceramics (ACIMAC), North Staffordshire Chamber of Commerce, Korean Fine Ceramic Association, Korea Ceramic&Tile Industry Cooperative, The Valencia worldwide Investment and Foreign Trade Agency (IVEX) etc also did great job in pavilion organizing and trade buyers' promoting.

As one of the most important trade show in ceramic industry worldwide, CERAMICS CHINA 2011 attracted 51,746 professional buyers from 63 countries and 30 provinces in mainland China as well as Macau, Hong Kong and Taiwan. It created a business platform of exchange and communication for enterprises home and abroad as well as propelled the development of ceramic industry, technology progress and upgrade industries globally.



### OPENING CEREMONY & AWARDING CEREMONY OF CHINA CERAMIC INDUSTRY

In the evening of May 25<sup>th</sup>, a grand Opening Ceremony & Awarding Ceremony of China Ceramic Industry was held in Golden Hall of Dongfang Hotel organized by the organizers. More than 700 people were invited to the ceremony including ambassador of foreign embassy, ceramic associations, government of ceramic production base, ceramic companies, trade buyers and media etc.

The opening banquet was held with the theme of **sincerely heart, create the future together** while Jigsaw of Rising Horse imply the success of the exhibition and the rapid progress China ceramic industry achieved.

During the opening ceremony, the organizer commended the elite entrepreneurs who do contributions to the development of China ceramics industry, 22 were awarded as Elite Entrepreneurs of China Ceramic Industry. Meanwhile, medals were presented to 50 companies who were awarded as Brand Products of China Ceramics Industry in 2010, products including 8 categories of tableware, art ceramics, ceramic decoration material, tile, sanitaryware, electroceramics, tiling etc. The awarding ceremony of Brand Products of China Ceramics Industry act as stimulus to propel Chinese Brand Strategy putting into effect while reputation of those companies who are warded as Brand Products are highly raised.

When the ceremony came to the end, the organizer launched a proposal of building the largest ceramic industry exhibition in the world and responded enthusiastically by all distinguished guests. The organizer will create a first-rate exhibition with people in ceramic field, and further expand its influence to the world.



### STATISTIC ANALYSIS

Exhibiting area this year reached 70,000m<sup>2</sup> with more than 4,000 booths. Exhibitors are from 16 countries and regions such as China, Italy, Spain, UK, Germany, Korea, Japan, United States, France, India, Singapore, Thailand, Russia, Iran, and Chinese Hong Kong and Taiwan etc. This edition has attracted 652 famous companies among them 481 are local companies which account 74% of the total while the other 171 are overseas companies which account 26%. 162 are new exhibitors that account 25% of total.

Year	Total Exhibitors	New Exhibitors	Oversea Exhibitors	Domestic Exhibitors
2008	427	149	97	330
2009	402	91	96	306
2010	609	164	162	447
2011	652	162	171	481

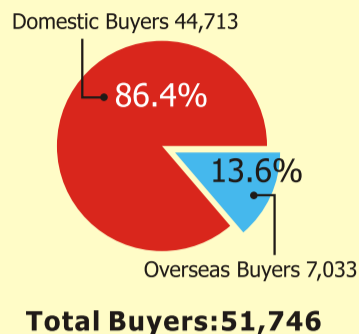
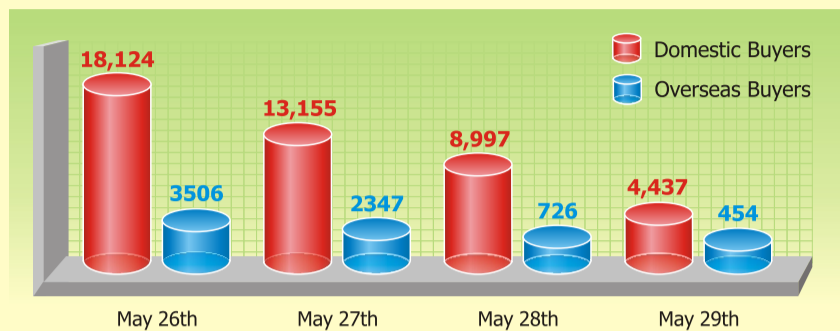
### Elite Entrepreneurs of China Ceramic Industry (in no particular order)

- Mr. Bian Cheng, General Manager of Guangdong Keda Industrial Co., Ltd.
- Mr. Cai Xianchang, President of Guangdong Sanshui T&H Glaze Co., Ltd.
- Mr. Zhou Zhanming, President of Guangdong Wanxing Inorganic Dyestuff Co., Ltd.
- Mr. Luo Mingzhao, President of Foshan Henglitai Machinery Co., Ltd.
- Mr. Guan Huojin, General Manager of Foshan Modena Machinery Co., Ltd.
- Mr. Deng Sheguang, General Manger of Hope Ceramics Machinery Co., Ltd.
- Mr. Feng Bin, President of Foshan Ceramics Research Institute & Jingang Group
- Mr. Yin Yuhang, President of Monte-Bianco Diamond Applications Co., Ltd.
- Mr. Yan Faqiang, President of Sinoma Advanced Materials Co., Ltd.
- Mr. Luo Shuigen, President of Hangzhou Nobel Group
- Mr. Ye Delin, President of New Pearl Ceramics Group
- Mr. Huo Lianquan, President of Guangdong New Zhong Yuan Ceramic Co., Ltd.
- Mr. He Xinming, President of Guangdong Dongpeng Ceramic Co., Ltd.
- Mr. Liang Tongcan, President of Hongyu Ceramic Co., Ltd.
- Mr. Huang Jianpin, President of Guangdong Weimei Ceramic Co., Ltd.
- Mr. Xiao Hua, President of Guangdong Monalisa Ceramic Co., Ltd.
- Mr. Bao Jiejun, President of Foshan Oceano Ceramic Co., Ltd.
- Mr. Pan Huiwo, President of Foshan Gaoming Shuncheng Ceramic Co., Ltd.
- Mr. He Qian, President of Guangdong KITO Ceramic Co., Ltd.
- Mr. Wu Guoliang, President of Fujian Huatai Group
- Mr. Chen Xiongzai, President of Guangdong Sanfi Ceramics Group Co., Ltd.
- Mr. Wen Jiande, President of Sichuan Baita Xinlianxing Ceramics Group

## STATISTIC ANALYSIS

During three and a half opening days, CERAMICS CHINA 2011 had attracted 51,746 professional buyers from 63 countries which are mainly from Asia, Africa and Latin countries and 30 provinces of mainland china as well as Hong Kong Macau and Taiwan. Compared to last year, there is 11.3% raised among which 7,033 are overseas buyers which account 13.6% while 44,713 are local visitors which account 86.4% of the total.

The event conducts active global promotion together with over 30 associations and more than 100 industry media from home and abroad. Web browsing of official website exceed 300 thousands and number of pre-registration increased several times over compare to last year's. Famous local ceramic and tile companies such as New Pearl, Dongpeng and Monalisa all organized large visiting group to visit the fair, visitors and buyers flocked to visit on-site which made this year's exhibition the best in history.



### Breakdown of Visitors by Regions and Countries

Country/Region	Number of visitors	Country/Region	Number of visitors	Country/Region	Number of visitors
<b>Asia</b>			<b>Oceania</b>		
Afghanistan	6	Mainland China	44713	Australia	21
The United Arab Emirates	67	Taiwan China	428	New Zealand	9
Oman	12	Hong Kong China	357	<b>America</b>	
Pakistan	73	Macau China	5	Argentina	19
Bahrain	6	<b>Europe</b>		Brazil	182
Philippine	31	Ireland	7	Columbia	36
Kazakhstan	8	Austria	19	Canada	6
Korea	364	Belorussia	15	USA	52
Malaysia	326	Belgium	6	Mexico	67
Japan	171	Poland	12	Venezuela	17
Sri Lanka	26	Denmark	6	Peru	4
Thailand	329	Germany	62	<b>Africa</b>	
Republic of Uzbekistan	33	Russia	113	Algeria	12
Singapore	57	France	6	Egypt	186
Macedonia	12	Czech Republic	6	Benin	4
Bangladesh	18	Norway	5	Botswana	6
Saudi Arabia	15	Portugal	31	Kenya	31
Yemen	6	Sweden	5	Libya	7
Iran	473	Turkey	156	Morocco	5
Israel	6	Ukraine	22	South Africa	49
India	1116	Spain	99	Nigeria	12
Indonesia	581	Italy	192	Tunis	11
Vietnam	949	UK	37	Zambia	8
				Sudan	7

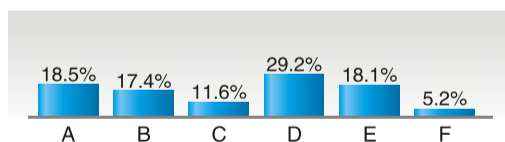
### Breakdown of Domestic Visitors by Regions

Province	Number of visitors	Province	Number of visitors
<b>Northeast</b>		<b>Northwest</b>	
Heilongjiang	13	Gansu	18
Jilin	22	Ningxia	11
Liaoning	269	Qinghai	6
<b>North China</b>		Shaanxi	36
Beijing	320	Xinjiang	18
Hebei	515	<b>Southwest</b>	
Neimenggu	48	Chongqing	183
Shanxi	76	Guizhou	13
Tianjin	66	Sichuan	381
<b>East China</b>		Yunnan	17
Anhui	84	<b>South China</b>	
Fujian	2791	Guangdong	31136
Jiangsu	788	Guangxi	249
Shandong	2150	Hainan	12
Shanghai	1528	<b>HK, Macau and Taiwan</b>	
Zhejiang	1409	Macau	5
<b>Central China</b>		Taiwan	428
Henan	761	Hong Kong	357
Hubei	422		
Hunan	240		
Jiangxi	1131		

## ANALYSIS OF VISITORS

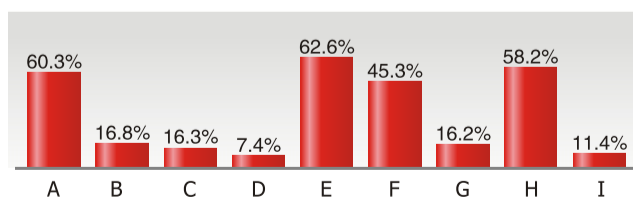
### 1、By Positions

A、President / General Manager/Owner	18.5%
B、Vice-President / Vice GM / Vice-Director	17.4%
C、Chief Engineer / Senior Engineer	11.6%
D、Production / Design / R&D Personnel	29.2%
E、Purchaser / Marketing / Sales	18.1%
F、Others	5.2%



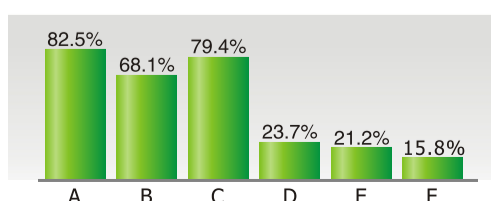
### 2、By Purpose

A、Purchasing	60.3%
B、Seeking for agency / dealership	16.8%
C、Import & export	16.3%
D、Seeking for investment and cooperation	7.4%
E、Seeking for new suppliers or ordering	62.6%
F、Collecting market information	45.3%
G、Visiting in order to exhibit next edition	16.2%
H、Visiting old clients	58.2%
I、Attending accompanying activities	11.4%



### 3、By Interested Products

A、Ceramics machinery and equipments	82.5%
B、Ceramics raw materials, additives and refractory	68.1%
C、Ceramics color, glazes and other decoration materials	79.4%
D、Mould, tools, spares parts and accessories	23.7%
E、Environment protection, purified, soundproofing and safe devices	21.2%
F、Others	15.8%



## VISITORS' FEEDBACK

We're professional agent for tile equipments. I come from Bologna and this is the fourth time I visit CERAMICS CHINA. Generally, CERAMICS CHINA 2011 is better than ever before, no matter for the exhibiting scale, services of the organizers or the quality of the exhibitors, it's really surprising. And here I obtain much information I need. The automation degree of many ceramics equipments in China compare favorably with that of Italy, and the price is much more competitive.

--Mr. Andrea Polo, Italian Buyer.

For us this event is the most important platform around the world in the ceramic area. It is very important to find suppliers for ceramic and besides we have opportunity to find every year news suppliers for ceramic.

--Mr. Adilson Pereira, Importer Manager of CEJATEL CERAMIC GROUP (Brazil).

There were three people of our company at the fair and we got very good results. We're very pleased with the organizing services. Sure that we will return next year.

--Ms. Victoria Martí, Export & Import Dept. Responsable of Group Cogullada (Spain).

We attend this exhibition to get the developing trends of this industry, and to see more ceramics machinery and equipments, raw materials, color and glaze, and inkjet printing technology as well. Personally I think this exhibition is great and successful. And we'll visit it next year.

--Mr. Chen Rongxiong, General Manager of Taiwan Roman Tile Industry Co., Ltd.

We start to pay close attention to CERAMICS CHINA these two years, and we are interested in raw materials. We're expecting latest technology and products, especially sanitary wares. Sure we'll visit the exhibition next year.

--Ms. Yao Rupei, Technical Director of Joyou Group (Germany).

The innovative development of ceramics enterprises cannot be realized without the support of upstream of ceramics industry. Every time CERAMICS CHINA presents the latest products and innovation of latest technology. Visitors can always gain new things either from technical improvement or industry innovation.

--Mr. Liu Weifeng, Executive Director of Asia Ceramics Holdings PLC.



Since we've taken the first step for inkjet printing technology, naturally we pay great attention to the inkjet printing of CERAMICS CHINA 2011. Machinery manufacturers from home and abroad have brought the latest products, which inspired the creative ideas for inkjet printing products. Generally we've very satisfied with the exhibition effects.

--Mr. Xie Zhijun, Deputy General Manager, production division of Guangdong Monalisa Ceramics Co., Ltd.

The visitor flow is huge on-site. We've purchased equipments such as kilns, packaging machinery and inkjet printing machinery in International Hall and Machinery Halls. We visit this exhibition every year and pay close attention to CERAMICS CHINA. We're sure to come next year.

--Mr. Jin Guoting, General Manager, production center of Guangdong Dongpeng Ceramics Co., Ltd.

CERAMICS CHINA has become an exhibition that production technical engineers should visit every year. It helps ceramics enterprises get to know the latest products and achievements of ceramics upstream enterprises rapidly and enlarge their views; enterprises that required production investments can also compare themselves with enterprises of the same range, so as to find the most suitable supplier for machinery and raw materials. CERAMICS CHINA is irreplaceable to ceramics enterprises.

--Ms. Song Qin, R&D Director of Foshan Yipin Encaustic Co., Ltd.

We visit CERAMICS CHINA every year. The exhibition itself is great as well as the highlights of Industry Development Summit and International Forum. The exhibiting machinery is more than the past years, while the raw materials are expected to be increased, and we hope that the exhibiting of ceramic products would be better and better. The display of Italian Pavilion in international hall is better than ever. We've reached purchase agreement with several companies on-site.

--Ms. Tao Rong, General Manager of Yi Tao International Trading (Shanghai) Co., Ltd.

Ceramics China is really a good platform for the ceramic industry home and abroad. It is enriched this year especially by the newly-added showcase of the ceramic products. It would be better if more tableware production equipment can be displayed here offering the buyers more options.

--Mr. Zhang Chunsheng, Vice-President of Anhui Provincial Hanshan Minsheng Porcelain Co., Ltd

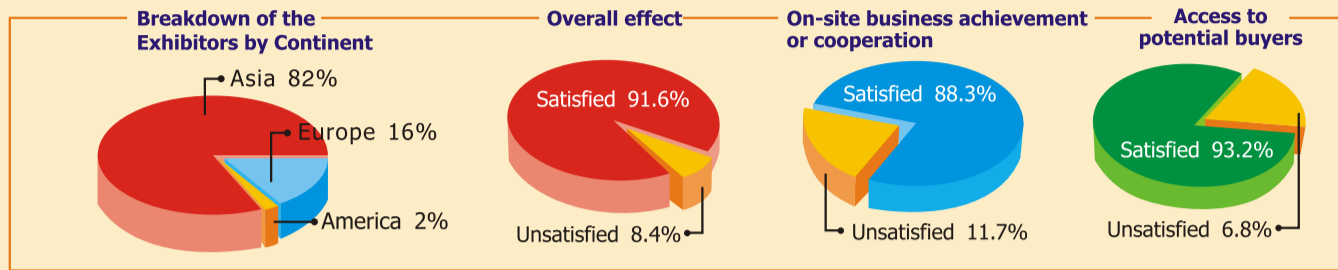
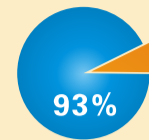
## ANALYSIS OF EXHIBITOR STATISTICS

Number of exhibitors this year reaches to 652, 43 is increased compared to last year's, among which 481 are local companies and 171 are overseas companies, all from mainland China, Italy, Spain, UK, Germany, Korea, Japan, USA, France, India, Singapore, Thailand, Russia, Iran, Hong Kong and Taiwan. Among these exhibitors from 16 countries, 162 exhibitors attended the fair for the first time. The Italy pavilion, UK pavilion and Korea pavilion are still the focus to the visitors. The highlight this year is over 40 ceramic products manufacturers in the specific display area. According to the on-site survey and feedback of the exhibitors, the exhibitors are mostly satisfied with the effects of the event and the service by CCIA and Unifair. Over 90% exhibitors think this fair is beyond their expectation thus over 80% exhibitors reserve booth for next year on-site. They also give their suggestions for next year.

have reserved space or willing to exhibit the next show



willing to recommend partners to exhibit



## ACCOMPANYING ACTIVITIES, SPLENDID REVIEW

### The 9<sup>th</sup> China International Ceramics Industry Development Summit

In the afternoon of May 26<sup>th</sup>, The 9<sup>th</sup> China International Ceramics Industry Development Summit of "Ink-jet Printing and Technology of Energy Saving" was held in Pazhou Complex, Guangzhou, which is closed to the current ceramics industry trend, for enhancing art level of ceramic production and energy saving in China.

Professor Chen Fan, Director of Special Committee of Ceramic Machinery and Equipment of CCIA gave a brief introduction about the status and developing trend of temporary traditional ceramic industry, he also put forward some advice on how to set development goals for ceramic industry in the new era of the development of modern industry, such as the key factor of energy saving is recycling of the excess emissions and waste from raw material, water, electricity, fuel etc and other hazardous material; He thinks technology, techniques and equipment modern China ceramic industry urge to solve is related to research of intelligent automation technology and research and application of digital ink-jet technology and printer etc.

HU Yushuang, President of Shanghai Teckwin Technology Co., Ltd, as the excellent representative of Chinese Ink-jet printing equipment manufacturer explained the research, application and service of digital ink-jet technology. She also point out that ink-jet technology can shorten the preparation, save the storage, lower the cost and suitable for small batch production. Therefore, the trend of ink-jet printing is inevitable.

Mr. ZhouPeng, Director of National-Recognized Enterprise Technology Center, introduced the utilization technology of coal cascade, new compressor without cavity device down that Keda Industry Group developed, as well as technology of large specification ceramic plate produce by small roll nip kiln which cooperated with Monalisa Group. With all seat occupied and harmonious atmosphere, the representative of Monalisa Group and Asia Ceramic Group, Specialists, scholars and Media discussed on Ink-jet printing, energy saving and related industry trend.



### International Forum of CERAMICS CHINA 2011: Hand in Hand, Against the Resource Crisis

2011 International Forum of Ceramics China was held in the afternoon of May 27<sup>th</sup> in Pazhou Complex which focuses on "Hand in Hand, Against the Resource Crisis". Famous professionals in ceramic industry from China, Spain, Italy, India, and UK were invited by the organizer to discuss how to deal with resource crisis and make more contribution with limited resource. They also analyses and exchanged views on the developing trend of international ceramic industry. The forum attracted over 150 people which are head of ceramic companies and representative of exhibitors home and abroad. Mr. He Tianxiong (Director of China Ceramic Industrial Association), Mr. Pablo Baigorri (Chairman of ANFFECC), Mr. Kasta (Commissioner of ACIMAC), Mr. Adrian Allen (Managing Director of Anderen Ltd), Mr. LiuDan (President of Foshan Zhongyao Kiln Co., Ltd) made speeches on global energy saving.

Jesus Femendez, Business Manager of Ink-jet Division of Itaca; Claudio Facchini, General Manager of Shanghai and Suzhou Agency of Sacmi; Marketing manager of Progressive Enterprises, Mr. J.P. Dave; Zhou Zhilong, Sales Manager of China Area of Siti-B&T; Mr. Paul, Business President of XTRACT UK etc respectively gave some solutions on resource crisis, which including energy saving and cost-lower on ink-jet printing, heat recovery and pollution control.



## New Product Release / Technical Seminar

### Press conference of Italian Pavilion

On May 26<sup>th</sup>, Italian Pavilion organized by ICE and ACIMAC held a press conference, introducing the latest technology and products, announced to start ceramic machinery online training project with Guangdong University of Technology. 14 elite manufacturers in Italian Pavilion show their artistic ceramic tiles samples, all these products are produced by the latest Italian technology that both aesthetic innovation and production design.

### Technical Seminar: EPC Gear up the Energy-saving Technology in Ceramic Industry

Hunan Hoking Energy Management Co., Ltd. held a technical seminar with the topic of "EPC Gear up the Energy-saving Technology in Ceramic Industry" in the morning of May 27<sup>th</sup>. They shared the application of energy-saving technology with ceramic industry professionals, including analysis of ceramic industry energy consumption and energy saving solution; introduction of EPC energy-saving service policy; application of high grinding technology and industrial microwave heating technology, frequency conversion technology in ceramic industry.

### Technical Seminar: Ceramic Industry Digital Trend

FUJIFILM Dimatix Inc. made its debut at Ceramics China and held a seminar during the exhibition. Russell Brown, the company's marketing manager, introduced the research and excellence achievement of FUJIFILM Dimatix inkjet technology in the past twenty-seven years, the nozzle design for the market demand, current trends in ceramic industry, as well as new nozzle used in the ceramic industry, including Q-Class platform and variable ink drop technology. The truly original nozzle platform can support printers designed for different applications and different fields. With the shared physical structure technology, such nozzle platform can be used on about 100 products and adapt to different application requirements. Russell Brown believes that ink-jet digital trend is sure to come, which will be the guarantee of sustainable development.

### Technical Seminar: Application of Invt Transducer in Ceramic Industry

In the afternoon of May 27<sup>th</sup>, Foshan HuichengTrading Co., Ltd. held a seminar on "Application of INVT Transducer in Ceramics Industry". Invt Transducer technologies are discussed by related principals of Shenzhen INVT Electric Co., Ltd and technicians of dozens of ceramic machinery enterprises. Li Jie, head of INVT's marketing department,

said, the frequency inverter device can bring many advantages. For example, energy saving would reach 10% - 60%, the service life of equipment components would be extended, and maintenance costs would be reduced. At last, ceramics manufacturers exchanged views on lightning arresting, moisture proofing, temperature control, and anti-interference problems of frequency inverters encountered in the daily production process.

### Seminar of Italy Sacmi

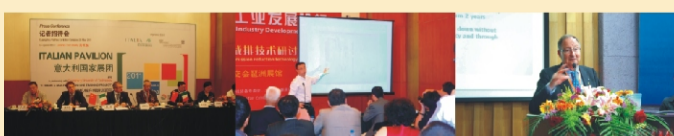
In the afternoon of May 28<sup>th</sup>, Sacmi Italy held a special seminar to explore and exchange Sacmi's experience in grinding and firing, the innovation conveys by SACMI kilns into the Chinese production system, as well as the benefits of continuous grinding of ceramic raw materials-energy saving and technological advantages.

### Signing ceremony of Shanghai Teckwin Technology Co., Ltd.

A signing ceremony was held by Teckwin Technology Co., Ltd. in the afternoon of May 28<sup>th</sup>. Ms. Hu Yushuang, president of Shanghai Teckwin Technology Co., Ltd. signed the purchasing contracts with related principals of Guangdong Monalisa Ceramic (Group) Co., Ltd., Guangdong Overland Ceramics Co., Ltd., Guangdong SanFi Ceramics Co., Ltd and Hong Kong Migo Ceramics Limited.

### Other activities

During the fair, Ceramic Town Weekly organized a series of activities named "elite gathering, industry focuses" in the top exhibition area, inviting seniors of ceramic enterprises to discuss and exchange views on "how to realize excellent overseas marketing," "development and reflection on ink jet," "new emerging forces, new tendency". From the day before the opening May 25<sup>th</sup> to the last day of the show May 30<sup>th</sup>, large number of well-known exhibitors, including Guangdong Keda Industrial Co., Ltd., Foshan HENGLITAI Machinery Co., Ltd., Foshan Ceramics Research Institute & Jing Gang Group, Foshan ZhongYao Kiln Co., Ltd. etc organized different kinds of dinner party entertaining trade buyers and sales agents home and abroad.



## FEEDBACK FROM EXHIBITORS

It is not excessive at all to call Ceramics China the largest ceramic industry exhibition in the globe from the perspectives of the scale and exhibits. Though China's ceramics industry doesn't get its due respect in Cersaie, now the largest ceramics industry event is organized here in China, which indicates that China is able to be the world leader in ceramics industry and is also a proof that China's ceramics industry has improved a lot.

--Mr. Bian Cheng, General Manager of KEDA INDUSTRIAL CO., LTD

The exhibiting space of this edition is satisfactory, which is an important factor for us to make exhibition decision. The deal amount is satisfying with a few deals cut and a signing ceremony held. Though the competition between similar products is rather fierce these years, the products of Teckwin are competitive in technology and price, thus focused by the industry. Ceramics China has a great influence in ceramic industry and deserves our participation, so we will continue to exhibit next year and hope to get a better space.

--Ms. Xu Min, Sales Director of Teckwin Technology Shanghai

We think we have reached our goals with professional visitors from all around the world. This proves the successful organizing work by the organizer. About 200 visitors have business negotiation with us and most of them have reached cooperative arrangements. A lot of inkjet printing technologies and equipment as well as raw materials are showcased this year, which accelerates the process of localization of inkjet printing technology. Ceramics China is second to none compare to other overseas exhibitions in scale and effect.

--Mr. Zheng Jiming, Assistant General Manager of Guangzhou Crystal Jet Industry Co. Ltd.

Ceramics China creates a great opportunity for us to communicate with old and new customers. As a leading manufacturer in refractory, Morgan enjoys a great effect onsite. The event conducts a good performance among the domestic fairs from the perspectives of the scale, visitors, stand construction, exhibitors, security check and catering service. We expect to see more progress of the event and one point we have to emphasize is that this edition is featured by the complete industry chain with a large number of high quality visitors.

--Ms. Jasmine Zheng, Marketing Supervisor of Thermal Ceramics China

This edition is successful in the pre-show organization, communications and coordination with the exhibitors and the follow up service during the show. Such good effect is expected to continue next year.

--Mr. Wu Hansheng, President of Foshan Yuantai Ceramic Chemical Co., Ltd.

This year we've participated in CERAMICS CHINA as part of Italian Pavilion, having the chance to be in a good space, full of people looking for new developments on ceramics and having good support from the organization. It's a very good chance in order to improve and to see the evolution of Chinese market for Italian suppliers which, like us, have not being on that market on the last year but they want to come back. It's a significant event for our business development.

--Mr. Fabio Meschiari, Sales Area Manager Of Gruppo TecnoFerrari S.p.A. (Italy)

## COMMENT FROM MEDIA

Basically the competition in Ceramics China reflects the competition in leading position of the ceramics equipment industry between China and Italy. It can only concluded by the statistics. Ceramics China is to become the No. 1 exhibition in the world.

--Mr. Zhu Yi, Executive Publisher of Ceramic Town Weekly

Congregating the most advanced equipment suppliers, technology suppliers, colors and glazes suppliers, Ceramics China has stepped in the same level with the European exhibition of the same kind in the large scale, advanced techniques and good influence. Therefore, we should pay more attention to Ceramics China and further promote its scale and influence.

--Mr. Lin Chufu, Editor-in-chief of Ceramic Weekly

There are three main factors to judge whether an exhibition is successful or not. First, the number and quality of the exhibitors; second, the number of the visitors; third, the quantity of innovative exhibits and technology. According to these three standards, CERAMICS CHINA 2011 is definitely successful. The sponsor and organizer both do a lot and the enthusiastic participation of the exhibitors is the decisive element in the real success of the fair.

--Mr. Luo Qing, Publisher of China Building Materials Weekly

EXCITING

MOMENTS



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# CERAMICS CHINA 2012

2012. 5. 28-31

Pazhou Complex, Guangzhou

contact



新之联展览  
UNIFAIR EXHIBITION SERVICE

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