

# VIETNAM Ceramics 2018 Hanoi

**VIETNAM Ceramics 2018**

Thursday 30 - Friday 31 August 2018 | Hanoi | Vietnam

The 1<sup>st</sup> premier exhibition & conference of machinery, technology & materials for manufacturing tiles, sanitary ware, tableware & heavy clay in Vietnam

Co-Organised by Asian Exhibition Services Ltd., AES (UK) Limited & the Vietnam Building Ceramic Association (VIBCA)

## Hanoi stages Vietnam's 1<sup>st</sup> International Ceramic Expo



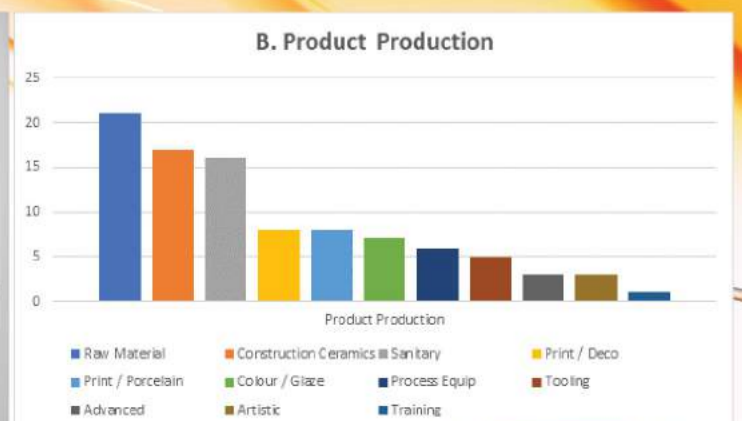
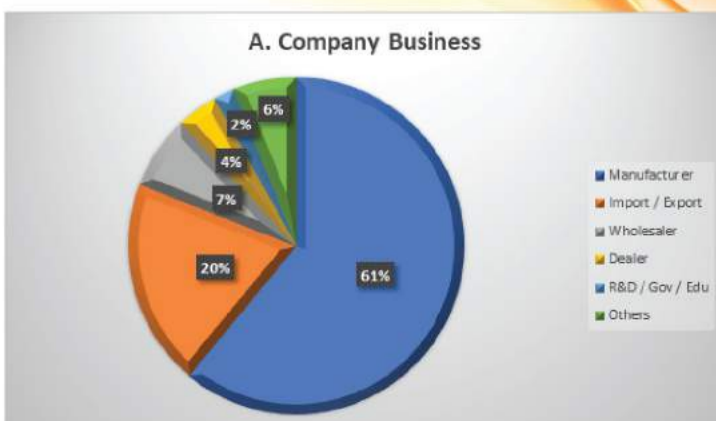
**92 companies from 21 countries exhibited at the 5 Star Melia Expo Halls in Hanoi for the first ever international ceramic manufacturing exhibition in Vietnam, where a record 87% of trade visitors directly approved (53%) or recommended (34%) their company purchasing requirements.**

Global exhibitors, led by Italy, China, India, Vietnam, Turkey, the United Kingdom and the USA, presented the latest technology, innovations and materials for the production of ceramic tiles, sanitaryware, tableware and heavy clay products. 1,168 trade visitors attended from 19 countries with 92% representing the 58 provinces of Vietnam. Visitor quality was exceptionally high in Hanoi here an impressive 45% were CEO, Managing Director or company owners, 23% were senior management, 18% sales and marketing, 7% from finance and purchasing, and 6% production and quality control. Of those attending 23% were directly looking to buy new machinery or raw materials, 31% were meeting or seeking new suppliers, 10% finding distributors and others updating their market knowledge and product supply.



“we successfully exhibited at Vietnam Ceramics 2018 in Hanoi and established important contacts with sanitary-ware manufacturers from throughout Vietnam”

Dr. Ricardo Grassi, Marcheluzzo Ceramics, Italy





**The** exhibition, co-organised by AES, organisers of the regional ASEAN Ceramics in Bangkok, and VIBCA, the National ceramics Association, receives official government support from the Ministry of Construction, headline event sponsorship from System Ceramics of Italy and media support from industry publications worldwide. Locally, VIETNAM Ceramics 2018 was featured throughout the national press, radio and TV channels including a special edition programme on Hanoi TV during the opening day.



**The** expo is co-located with an international conference programme featuring speakers from technology and material suppliers worldwide. The industry experts will be presenting innovations, trends and insights to the global developments most applicable to the Vietnamese market requirements. Over 200 delegates were in attendance.



As Vietnam continues its ceramic industry investment and expansion, the indications are very positive for Vietnam hold its position as the lead international visitor group at the regional ASEAN Ceramics 2019 in Bangkok. Vietnam currently leads ahead of China, India, Malaysia, Japan, Indonesia, Sri Lanka, Bangladesh, Singapore, Taiwan, Turkey, Philippines, Hong Kong, Korea and Ukraine. However, further developments in Vietnam indicate a growth in the emerging ceramic markets as the Greater Mekong Sub-Region (GMS) was represented strongly from Laos and in particular Cambodia.

Find out more about the next VIETNAM Ceramics in 2020 and Bangkok's ASEAN Ceramics 2019 at [ceramics@aes-exhibitions.com](mailto:ceramics@aes-exhibitions.com) or visit [www.facebook.com/ASEAN.Ceramics](https://www.facebook.com/ASEAN.Ceramics)

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