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Press release

Messe München International takes over leading supplier show for ceramics industry in India

- **“Indian Ceramics” expected to create synergy for Ceramitec in Munich**
- **Turnover to Messe München in 2013, overall responsibility as of 2014**
- **Takeover is another building block in strategy to become more international**

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Messe München International is strengthening its portfolio in the promising market of India by taking over “Indian Ceramics”. The leading supplier show for the Indian ceramics industry was developed and launched eight years ago by Bowhead Media, a British trade-fair organizer and specialty publisher. The rights to the brand – which was successfully introduced to the Indian market – will be transferred to Messe München during Indian Ceramics 2013, which is being held in Ahmedabad in the state of Gujarat from March 19 – 21. Messe München will be responsible for holding Indian Ceramics for the first time in 2014.

Eugen Egetenmeir, the Managing Director responsible for international business at Messe München, expects the move to result in clear strategic advantages: “Indian Ceramics will produce important synergy effects for Ceramitec, our leading international trade fair in Munich, above all by expanding the circle of exhibitors and visitors that we address in Asia.”

Like Ceramitec, which next takes place in October 2015, Indian Ceramics depicts the entire range of products and services in this sector, from classic ceramics and raw materials to technical ceramics. However, while Ceramitec is only held every three years, Indian Ceramics brings the industry together every year. As a result, the move allows Messe München to also reach its customers in the ceramics industry in this market of the future during the years in between.

The acquisition of Indian Ceramics also represents another building block in the Messe München strategy to make the company more international. Besides exporting its own renowned trade fairs to the Indian subcontinent – as was the case with the construction machinery fair bc india, dti – drink technology india, IFAT INDIA and other events – Messe München is also positioning itself on the international market for fairs and exhibitions by taking over established brands that have met with success. (www.indian-ceramics.com).

Messe München International

Messe München International is one of the world’s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and

key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.