



Messe München
International



the expertise



Record of success 2009



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11th International Trade Fair for Machinery, Equipment,
Plants, Processes and Raw Materials for CERAMICS
and POWDER METALLURGY

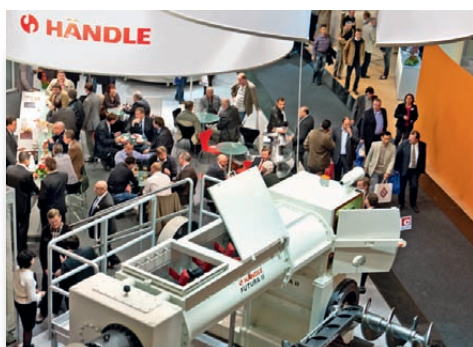
CERAMITEC 2009
New Munich Trade Fair Centre 20–23 October

Exhibitors praise quality and large share of international visitors

Exhibitor statistics:** 656 exhibitors, 51% of them from 35 countries abroad.

Overall rating*: 87% of exhibitors gave CERAMITEC 2009 a rating of good to excellent.

Will attend again*: 95% of exhibitors are planning to participate in CERAMITEC again.



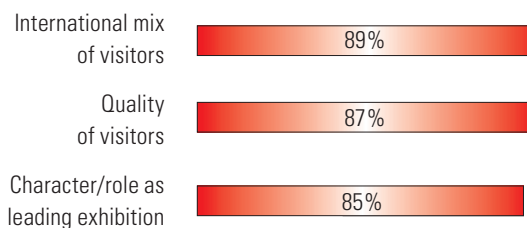
"For us, CERAMITEC is the foremost exhibition. As expected, we met a large majority of our international customers here. We had plenty of visitors at our stand from the first day of the fair."

Frank Appel, Managing Director, Hans Lingl Anlagenbau und Verfahrenstechnik GmbH & Co. KG, Germany

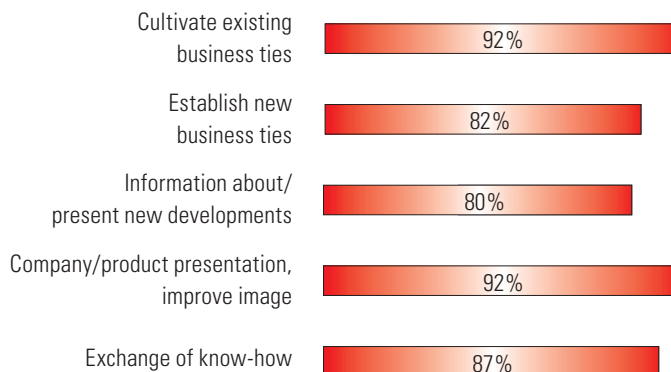
"CERAMITEC is the most important trade fair for our companies from France. There were plenty of visitors at our stand every day, and the quality of the visitors was professional. We made contacts with people from around the world, but mostly from Europe and Asia."

Catherine Le Bloa, Export Consultant and Project Director, Chambre de Commerce et d'Industrie de Limoges et de la Haute-Vienne, France

Share of exhibitors who gave the fair a rating of good to excellent with regard to*:



Share of exhibitors who gave the fair a rating of good to excellent for being able to reach the following goals*:



Top ten exhibitor countries

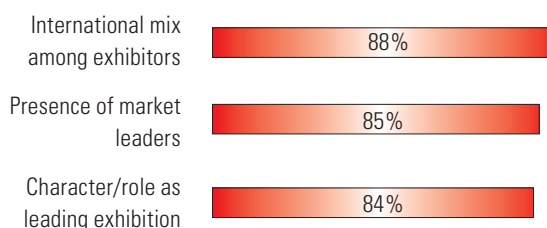


* Source: Exhibitor and visitor survey by TNS Infratest

** Source: Independent accounting firm Ernst & Young AG on behalf of FKM (Society for the Voluntary Control of Fair and Exhibition Statistics)

Visitors consider CERAMITEC a key exhibition for this industry

Share of visitors who rated the fair as good to excellent with regard to*:



Exhibition sectors visited*

- 50% Raw materials/additives, powders, production materials/aids
- 49% Plants, machinery and equipment for precision and refractory ceramics
- 47% Technical ceramics
- 45% Refractory materials, kiln furniture, kilns and equipment
- 45% Plants, machinery and equipment for heavy-clay ceramics
- 31% Research
- 20% Powder metallurgy

Visitors made intense use of the **supporting programme** and its 55 lectures in the CERAMITEC FORUM on all four days of the fair. The main themes were as follows: energy and cost-efficiency, technical ceramics and powder metallurgy, heavy-clay ceramics and Partner Country India.

Top ten visitor countries

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

Visitor statistics:** Some 15,000 visitors, 57% of them from 84 countries abroad

Satisfied visitors*: 86% of the visitors at CERAMITEC 2009 gave the fair an overall rating of good to excellent.

Best intentions*: Before CERAMITEC 2009 was even over, 94% of all visitors said that they intended to attend the next CERAMITEC.

"The quality of the visitors is outstanding. We had a large number of international visitors at our stand. As always, the fair was very well organised, something that was praised by all the exhibitors. Everything was just right. The thing that distinguishes CERAMITEC from other fairs is that it is much more international."

Paul Eirich, Chairman of the CERAMITEC Exhibitors' Advisory Board and Managing Partner, Gustav Eirich GmbH & Co. KG, Germany

"We have been taking part in CERAMITEC for over 20 years. We do it because we believe that this is the most important event worldwide for our sector. And this year again we were proved right."

Dr. Ing. Stefano Capaccioli, CEO, Capaccioli Impianti, Italy



Best prerequisites for your success at CERAMITEC 2012

Save the date
in 2012 now:
22-25 May 2012

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

"For us, CERAMITEC is one of the leading and most important exhibitions and by far the most important forum for ceramics applications. We have had a large percentage of international visitors—we don't get that at other fairs. And the quality of the visitors was considerably better than in past years. The inquiries that we have received are very concrete, and we think we will be able to turn them into real projects and orders soon."

Dr.-Ing. Michael Zins, Deputy Director, Fraunhofer Institute for Ceramic Technologies and Systems (IKTS), Germany

"Surpassed our expectations by far. The topic 'Ceramic components for the ceramics industry' was very well received. Our co-exhibitors are reporting a large number of high-quality contacts. We have also seen several visitors from other branches of industry. Technical Ceramics and Powder Metallurgy Day was a huge success. Rarely have we seen an exhibition forum with such good attendance."

Gerhard Fischer, Managing Director, Händle, Germany

"We were a little cautious before the fair and were very pleasantly surprised at the number of visitors. The quality is very good, and the decision-makers are here. We had plenty of international visitors at our stand. All important markets and market players are represented here—not a single country is missing. CERAMITEC is a platform that is an absolute must; there are no alternatives. Not even in Italy."



All important markets and market players at a single location—there is no alternative to CERAMITEC.



Overall positive conclusion for the industry: CERAMITEC is defying the crisis.

Published by Messe München GmbH, Munich. Printed in Germany. E/01.10

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