



**ASEAN
Ceramics**



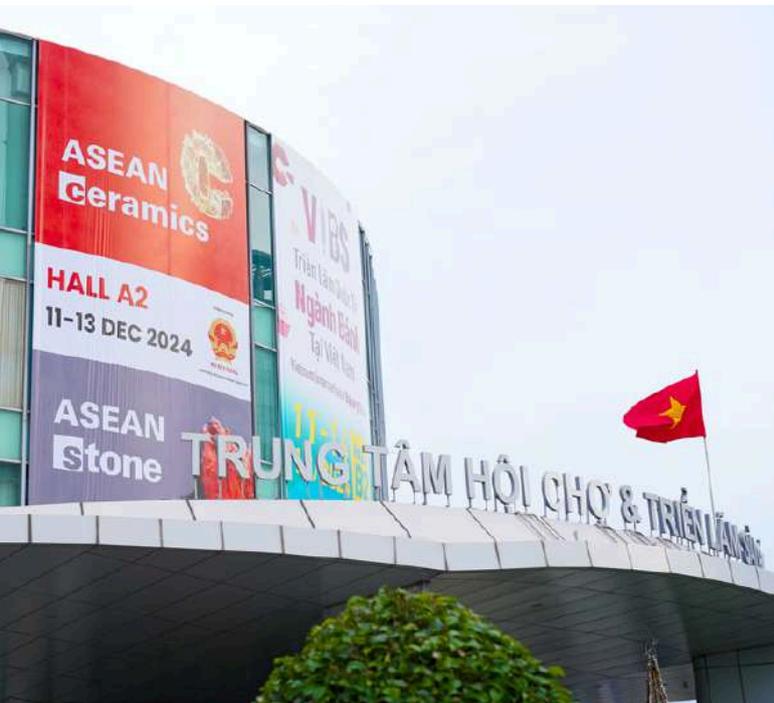
**ASEAN
Stone**



**20
24**

POST-SHOW REPORT

Southeast Asia's Largest Exhibition for
the Ceramics & Natural Stone Industry

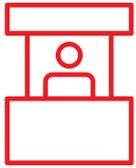


MACHINERY

TECHNOLOGY

MATERIALS

KEY HIGHLIGHTS



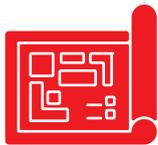
300+

Exhibitors & Brands



3,500+

Trade Visitors



4,400sqm

Exhibition Space

ASEAN Ceramics & ASEAN Stone 2024 took place from 11-13 December 2024, at the Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City, Vietnam.

Organized by MMI Asia, subsidiary of Messe Muenchen, one of the top leading international trade fair organizers in the world, the exhibition attracted over 300 exhibiting companies and brands from 19 countries, and around 3,500 of visitors from 40 countries. ASEAN Ceramics & ASEAN Stone is the only co-locating ceramics and stone show in the world, and the exhibitions have firmly established itself as the premier and sole international exhibition in Southeast Asia dedicated to showcasing machinery, technology, and materials for the production of both white-ware, heavy clay, bricks, advanced ceramics and natural stone.



Buyer-Seller Forum



Awards Ceremony



International Pavilions



Ceramics Manufacturing Gallery



Conference Programme





ASEAN CERAMICS & ASEAN STONE 2024 EXHIBITORS IN DETAIL

- Over 300 exhibitors and brands from 19 countries
- International Exhibitors: 80%
- 4,400 sqm of exhibition space
- International Pavilions from Italy, Germany, China, India, Thailand and Vietnam

Largest and Only Ceramics & Natural Stone Event in the ASEAN region

High Internationality of Exhibitors

Over 450 Hosted Buyers across the region

Focus on Growth and Sustainability of the Ceramics & Natural Stone industry

Conference inclusive of industry leaders and experts from around the world

EXHIBITION SECTORS

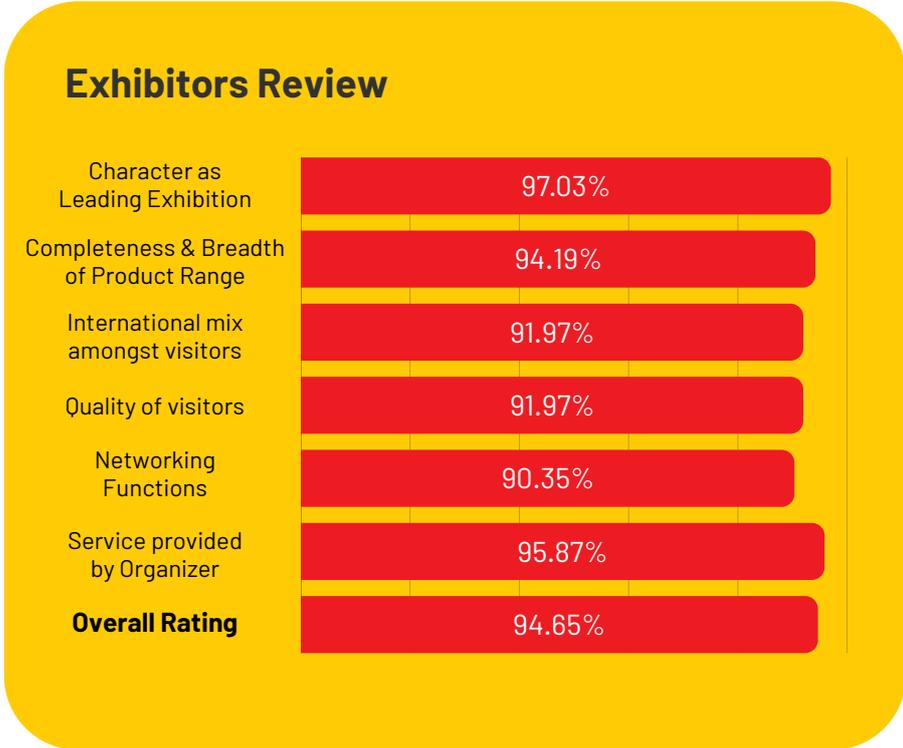
- Additive Manufacturing/ Ceramics Printing
- Analysis & Laboratory Equipment
- Artistic Ceramics
- Coatings & Finishes
- Colour/ Glazes/ Decorative Materials Construction Ceramics
- Crushing, Grinding, Drilling & Milling
- Diamond tools
- Digital Inks
- Digital Printing & Technology
- Environment Protection
- Feeding/Batching
- Gasifiers
- Glazing, Decorating
- Surface Treatment
- Heat Treatment
- High-tech/ Specialty Ceramics
- Industry Association, Trade Organisations, Specialist Literature Media and Software Lubricants
- Installation materials and tools
- Machines, Systems, and Devices
- Manufacturing/ Process Equipment
- Mining Equipment
- Mixing & Blending
- Natural Stone: Marble, Granite, Limestone, Basalt, Tombstone etc
- Plant Construction & Engineering
- Pottery/ Porcelain
- Power Metallurgy
- Raw Materials and Additives, Power Production Materials, and Ancillaries
- Refractory Materials, Kiln Furniture, Kilns and Kiln Equipment
- Research & Training, Technology Transfer
- Sanitary Ceramics
- Shaping
- Storage
- Technical Ceramics, Components/services
- Tools, Spares, Replacement Parts
- Training & Consultancy
- Weighing, Measurement and Control



Featured Exhibitors at ASEAN Ceramics & ASEAN Stone 2024

Esmalglass-Itaca . Tecnoferrari spa . CCS . Crown Sino Group . ECT KEMA . EMO FRITE . Gilfair Xinhui Minerals Co., Ltd . Keramischer Ofenbau . Monte Bianco . Minnovation Group . Puresil India . Sedlecky Kaolin . Snowwhite Minerals . Behn Meyer . Thach Quang Trading Technology Company Limited . Vitis Joint Stock Company . WA Kaolin Limited . BRETON SPA . The Square Stone . Diabu Diamond Tools . Kyocera Asia Pacific . Rajasthan Mining . Sophia Ceramic . LMS Technologies .

96%
keen to exhibit
again in the
next edition



EXHIBITORS STATEMENT

“This was my first time attending an exhibition in Vietnam, and I am truly delighted with the experience. The people here are incredibly kind, and the event has provided us with excellent opportunities, including connecting with quality quarries. Participating in ASEAN Ceramics Asia was undoubtedly a great decision.

We had the privilege of engaging with outstanding visitors from Vietnam, China, Japan, and Bangladesh, which further reinforced the event's international appeal. Returning to ASEAN Ceramics is undoubtedly a decision we stand by, and we hope to continue building meaningful connections in this dynamic industry.”

Mr. Madan Mohan, President, Rajasthan Mining & Minerals

“I am really pleased with the experience so far. The fair was bustling with activity yesterday, with many visitors stopping by our booth. We've been established in Vietnam for many years, so our brand is already familiar to many. This event has been a great opportunity to showcase our latest materials and finishing's, while reconnecting with our existing customers. It's efficient, as we can meet all of them within three days in one place.

We anticipate that 2025 will be an improvement over 2024, and 2026 looks very promising. Vietnam's production currently stands at 420 million units, compared to 550 million a few years ago. By 2025, we expect growth, and by 2026, we hope to return to those earlier figures. The outlook is definitely encouraging!”

Mr. Alex Segura, Country Lead, Esmalglass-Itaca Group Vietnam

ASEAN Ceramics & ASEAN Stone 2024

Visitors in Detail

- 3,500 visitors (+39% in visitorship)
- Visitors from 39 countries
- Top five visitors countries include Vietnam, China, India, Thailand and Japan

VISITORS SENIORITY

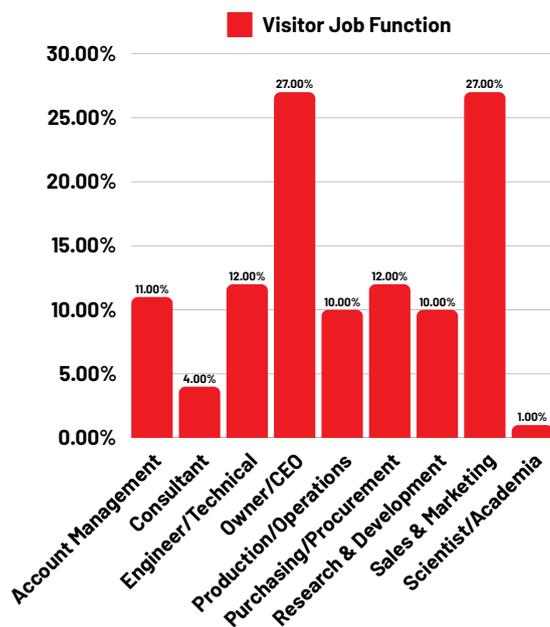
Junior Management
28.1%



Senior Management
40.6%

Middle Management
31.3%

VISITORS JOB FUNCTION



VISITORS SATISFACTION

Completeness and breadth of product range	94.68%
Quality of Conference Speakers	92.50%
Presence of Market Leaders	92.81%
Present of Regional Exhibitors	93.75%
Would recommend fair to business partners	98.13%
Overall rating	92.63%

VISITORS INDUSTRY OF ORIGIN

- Academic Institutions and Training 11%
- Architects and Interior Designers 9%
- Artistic Ceramics 13%
- End to End Solution Provider 6%
- Engineering/Facade Engineering 6%
- Equipment-Measurement/Testing & Analysis 4%
- Facilities Management 4%
- Government and Public Sector Representatives 2%
- High-Tech/Specialty Ceramics 6%
- Hospitality Industry Representatives 3%
- Investors and Venture Capitalists 2%
- Landscape Architects and Garden Designer 3%
- Maintenance - Repair & Overhaul 3%
- Manufacturer 18%
- Manufacturing and Processing (OEM, ODM, CM etc) 8%
- Media 3%
- Procurement/Sourcing Agent 5%
- Project Management 4%
- Real Estate Developers and Builders 2%
- Sanitary Ceramics 4%
- Technology Provider 3%
- Trade/Importer & Exporter/Distributors and... 13%
- Transport & Supply Chain 5%



Mr. Pham Ngoc Anh
Sales Director, Mikado Technology and Trading JSC

"I didn't think this year's exhibition would impress me this much. I had assumed it would be as ordinary as previous years, but this year, I've seen so many booths and, secondly, a large number of visitors and manufacturers coming to attend. I will look forward to finding more partners of equipment and raw materials at this fair.

At this exhibition, my goal is to find some raw materials to support the production of my company, Mikado Group. This is because domestic raw materials are currently in short supply, while the demand for production in Vietnam is increasing significantly. I hope to find high-quality and abundant raw materials for our production needs."



Ms. Luu Thi Thanh Kieu
Global Sales Representative, Newlifepack Co., Ltd.

"I see that this year's booths are very beautifully decorated, the quality of products such as ceramic coatings and grinding stones has very good product quality. The supplier has very good services, I am very satisfied with this year's exhibition. Coming here, I find a lot of opportunities to cooperate with domestic and foreign suppliers.

The purpose of my visit to this year's exhibition today is to see the scale of the exhibition is, and if the quality of suppliers is better than last year. I find the quality of the suppliers is very good, the decorative booths are grand and beautiful. I have found some suppliers that I can work with in the near future. I'm looking for lacquer stone products, those products are very beautiful and very suitable for my office decoration in the upcoming project. Wishing the 2025 conference & exhibition a good result and (I hope to) meet more suppliers and potential customers."

ASEAN CERAMICS & ASEAN STONE CONFERENCE



A 3-Day high level plenary session, jointly organized with Vietnam Building Ceramic Association (VIBCA), featuring a diverse array of presentations and panel discussions by esteemed thought leaders representing ASEAN and Vietnam's premier ceramics and building associations, as well as experts from various regions around the world. This gathering provided profound insights into the ceramic and natural stone industry not only in Vietnam but also across the ASEAN region, while also shedding light on global innovation trends shaping the future.

This year, the theme of the Ceramics industry revolved around **'Sustainability and Diversity through Innovation and Collaboration'**, and the theme for the premier Stone industry is **'Progressing towards Robust and Sustainable Stone Industry through Innovation and Collaboration'**.

ASEAN CERAMICS & ASEAN STONE 2024 CONFERENCE IN NUMBERS

30+ SESSIONS	30+ SPEAKERS	200+ ATTENDEES
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FEATURED 2024 CONFERENCE SPEAKERS & MODERATORS



SOME CERAMICS & STONE TOPICS COVERED

Economic Sustainability, Growth & Obstacles: the ASEAN Panel

The Evolution of the Stone Industry: Panel Discussion

From Climate Change to Net Zero Society

Assessing Opportunities and Challenges of the Stone industry In Vietnam

Vietnam's Building Materials Industry

Enhancing the Stone Qualities through New Technological Processes

FEATURE HIGHLIGHTS



Pre-Event Factory Tour

The pre-event factory tour, held on December 10th, concluded successfully with over 40 participants. Attendees experienced a guided tour providing valuable insights into Southern Vietnam's national manufacturing landscape and firsthand information on ceramic technologies. The tour covered three prominent factories from leading manufacturers in Vietnam, namely Viglacera Eurotiles Factory (Vasta Stone), Viglacera My Xuan Sanitaryware Factory, and Royal Investment JSC (Royal Stone).



Hosted Buyer Program

The Hosted Buyer Program by ASEAN Ceramics & ASEAN Stone has continued to thrive following the previous year's debut, attracting over 400 buyers from Thailand, China, India, and Vietnam. Their active engagement demonstrated the success of the organizer's efforts to provide a platform for exploring and seizing new opportunities.



Buyer-Seller Meetings

The Buyer Seller Forum is an initiative taken by ASEAN Ceramics with an intention to generate new business opportunities by helping the exhibitors to meet the right B2B professionals. Over 500 buyers signed up and 200 buyer-seller meetings were conducted over the 3-day event.



Seminar by Vietnam Building Ceramic Association (VIBCA)

With the theme 'Overview of Vietnam's Ceramic and Building Materials Industry towards Sustainable Development,' the seminar organized by the Vietnam Building Ceramic Association (VIBCA) covered a spectrum of topics, ranging from the building ceramic industry and notable research achievements in ceramics, ceramic slabs in interior decoration, updates in Vietnamese (TCVN) and ISO standards, and technological advancements in brick production.



Manufacturers' Gallery

The Manufacturers' Gallery aims to showcase the ceramic products from the top factories from Vietnam such as Viglacera Eurotiles Factory (Vasta Stone), Viglacera My Xuan Sanitaryware Factory, and Royal Investment JSC (Royal Stone). These were the same factories that hosted exclusive pre-event factory tours to exhibitors, on a first-come-first-serve basis.



Networking Functions

The Beer Reception were organized with the objective of fostering valuable networking opportunities for both exhibitors and buyers within the industry. The success of these initiatives was evident as participants actively seized the chance to connect, exchange ideas, and establish lasting connections during these vibrant and engaging occasions.

EXHIBITION AT A GLANCE





THANK YOU TO OUR SPONSORS AND PARTNERS

<p>ORGANISER</p>	<p>CO-ORGANISER</p>	<p>EVENT PARTNER</p>	<p>CONSULTANT</p>	<p>TRAVEL & HOTEL PARTNER</p>
<p>SUPPORTED BY</p>	<p>MEDIA PARTNERS</p>			
<p>GOLD SPONSOR</p>	<p>SILVER SPONSORS</p>			
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ORGANIZER AND CONTACTS

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SEE YOU NEXT YEAR!
15-17 OCTOBER 2025
 Hall 5, IMPACT Exhibition & Convention Center
 Bangkok, Thailand

