

ASEAN  Vietnam

Ceramics

Machinery, Technology and Materials for the
Ceramics Industry

2024



11-13 December

Saigon Exhibition and Convention Center (SECC)
Ho Chi Minh City, Vietnam

Southeast Asia's Largest International Exhibition for the Ceramics Industry

Join us for the 8th edition of ASEAN Ceramics in Vietnam for world's leading technologies, equipment, solutions, experts and best practices available in the market. ASEAN Ceramics is Southeast Asia's leading international exhibition of machinery, technology and materials for manufacturing, white-ware, heavy clay and advanced ceramics, and the only in the region that unites the whole ceramics community.

Anticipate 6,000 sqm of exhibition space at ASEAN Ceramics in Vietnam, showcasing 300+ companies and brands, along with over 5,000 trade visitors and buyers, fostering collaborative opportunities. This event is a dynamic platform for comprehensive knowledge exchange and collaboration within the ceramics industry. Join us to network with both experts and enthusiasts in the field.

SECURE YOUR PARTICIPATION AT ASEAN CERAMICS 2024

Get in touch to discuss branding, advertising,
networking & thought leadership
sponsorship opportunities

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ASEAN CERAMICS 2023 STATISTICS



3,000+
Attendees



4

International
Pavilions



Top 10

Visitor Countries



EXHIBITON



200
Exhibitors
& Brands



28
Countries



30+
Conference
Sessions



4,389
Exhibition
Space



92%
Satisfaction
Rating



200+
Conference
Delegates

Why Participate?

The sponsorship and exhibition possibilities at ASEAN Ceramics provide direct access to both regional and global buyers. Serving as the foremost platform to establish your business as an industry leader, ASEAN Ceramics allows you to exhibit your brand, products, and services to significant players throughout the ceramics manufacturing value chain. Your company will engage with key stakeholders in the industry, fostering new partnerships, leveraging growth prospects, and showcasing your business's strength, innovation, and expertise.

For Suppliers of Machinery, Technology and Materials



Showcase innovative solutions, latest research or launch a product to regional buyers and influencers



Build brand awareness and maintain regional presence in the industry



Generate business leads and develop your asia-based accounts

For Trade Visitors and Buyers



Demonstrate your support for high-level local and regional industry partners and governments.



Gain insights to latest industry trends and exchange knowledge



Meet the right suppliers who are relevant for future investment

ASEAN CERAMICS CONFERENCE



A 3-Day high level plenary session featuring array of presentations and panel discussions by esteemed thought leaders from ceramics association and experts from around the world.

This gathering provided profound insights into the ceramic industry not only in Vietnam, but also across the ASEAN region, while also shedding light on global innovation trends shaping the future.

BUYER-SELLER FORUM



The Buyer-Seller Forum is an initiative undertaken by ASEAN Ceramics with the intention of creating new business opportunities by facilitating meetings between exhibitors and the right B2B professionals.

In ASEAN Ceramics 2023, over 450 buyers registered, leading to the successful execution of 200 buyer-seller meetings during the 3-day event. This platform proves instrumental in fostering meaningful connections and catalyzing business collaborations within the ceramics industry

HOSTED BUYER PROGRAM



The launch of the Hosted Buyer Program during ASEAN Ceramics 2023 marked a successful debut, drawing the participation of more than 450 buyers from Thailand, Korea, India, and Vietnam.

Our Hosted Buyer Program is a unique initiative designed to invest in and host buyers, facilitating their strategic planning and attendance at the ASEAN Ceramics exhibition. This program provides an exclusive opportunity for buyers to connect with potential suppliers within the sector.

PRE-EVENT FACTORY TOUR



Specially organized for our exhibitors, the pre-event factory tour offers participants a unique opportunity to embark on a guided journey, providing valuable insights into Vietnam's national manufacturing landscape and firsthand information on ceramic technologies.

The tour will encompass visits to some of Vietnam's most prominent factories, showcasing the expertise of leading manufacturers in the country.

Your Gateway to Vietnamese and ASEAN Market



Southeast Asia's Evolution as a Key Player in Ceramic Tile Manufacturing

With an estimated production of more than 1,600 million square meters in 2022, South East Asia has gradually cemented its place as among the leading regions for ceramic tile production in Asia during the last decade. Vietnam, Indonesia, Thailand, and Malaysia in that order accounts for nearly 85% of the total output of this 1,600 million square meters of output. Vietnam, in particular have sharply ramped up their installed capacities and actual production over the years.

Source: Grand View Research

Construction Market Driving Ceramics Demand

The ceramic industry in the ASEAN region is experiencing growth, thanks to the robust construction projects in Vietnam, Indonesia, Thailand and Malaysia. Along with rising urbanisation, this development strengthens the ceramic industry's foundation and sets it on a path for continuous demand growth, expected to be around 4-6% in the coming years.

Source: Asian Ceramics Magazine



Vietnam, Ceramic Powerhouse in Southeast Asia

Vietnam stands out as a pivotal player in the regional ceramic market, with a thriving presence in ceramic tiles, sanitaryware, and tableware. Its impressive annual production consistently ranks among the top 10 globally, showcasing its significant impact on the industry. With over 80 tile factories propelling its rank as the 4th largest global tile producer in 2022, Vietnam's annual production soars to over 800 million square meters of ceramic tiles, complemented by an impressive 24 million pieces of sanitaryware and tableware. This production prowess solidifies its position as a manufacturing powerhouse in Southeast Asia.

Source: Asian Ceramics Magazine - Ceramic Industry Club of ASEAN (CICA) 28th Annual Meeting

Your Gateway to Vietnamese and ASEAN Market



Indonesia

Indonesia's construction industry is experiencing a robust 7-8% annual growth, due to the government's effective pandemic measures. The Ministry of Public Works and Public Housing's focus on local products with high local content (TSDN) is set to propel the ceramics sector forward. This strategic move aligns with the construction boom, creating increased demand for locally-manufactured ceramics and reinforcing Indonesia's position in the global market.

Source: Asian Ceramics Magazine - Ceramic Industry Club of ASEAN (CICA) 28th Annual Meeting

Thailand

In 2022, Thailand solidified its position as ASEAN's premier ceramic manufacturer, witnessing a notable surge in both ceramic tiles exports and imports. This marked a significant shift, with Thailand emerging as a major importer of tiles while concurrently establishing itself as a key exporter of ceramic sanitaryware.

The Thai tableware market, known for its substantial size, demonstrated stability, with exports experiencing an upward trajectory. In the nine months leading up to September 2022 alone, Thailand successfully exported tableware valued at an impressive \$157 million to overseas markets.

Source: Asian Ceramics Magazine - Ceramic Industry Club of ASEAN (CICA) 28th Annual Meeting



Malaysia

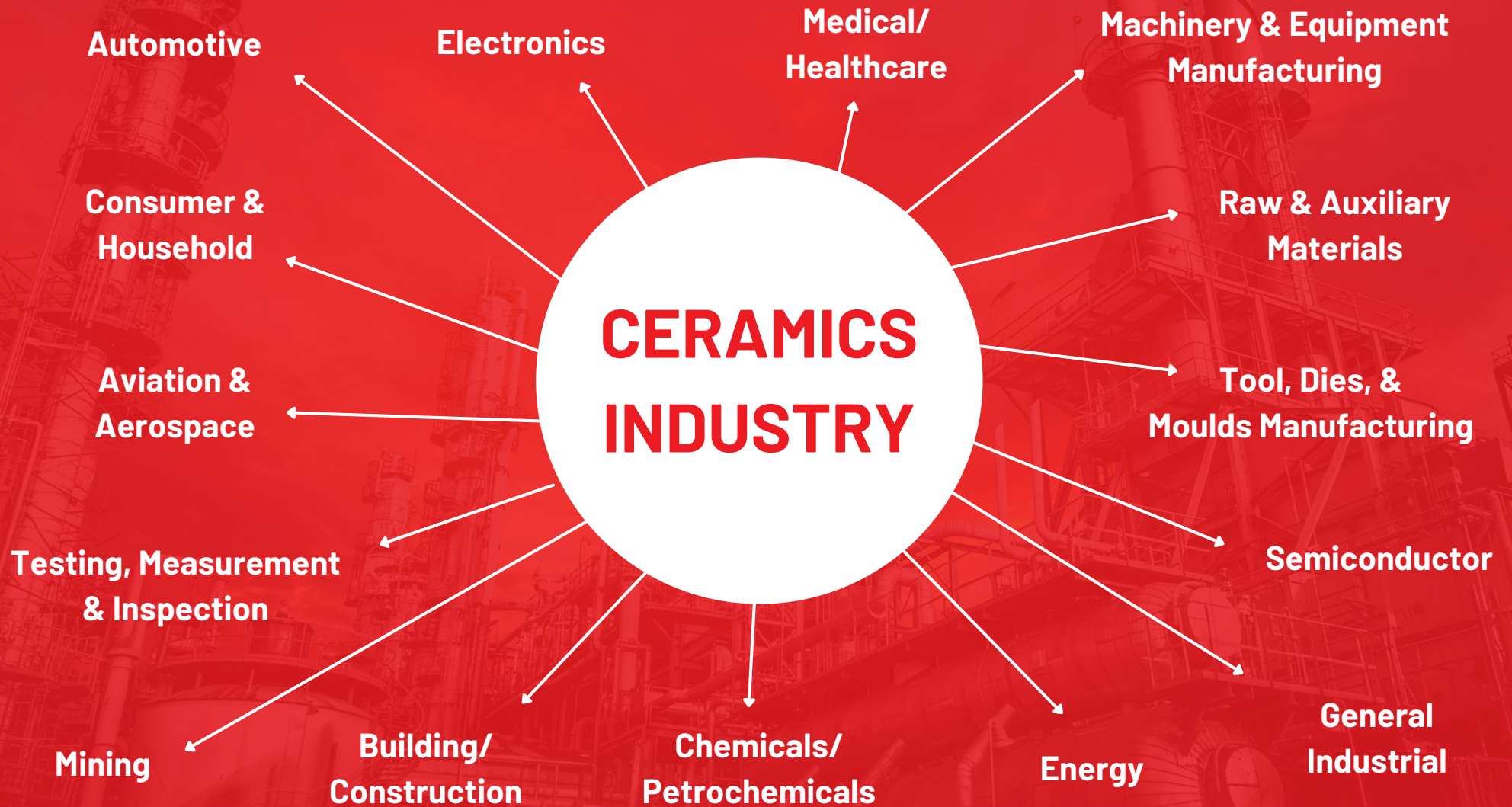
Malaysia has become one of the world's largest manufacturers of advanced technical ceramic components because of the increased number of electrical and electronic manufacturers, and exports of ceramic components for industrial products to global markets. Malaysian Ceramic Industry Group (MCIG) under the Federation of Malaysian Manufacturers (FMM) indicated that the expansion and growth of ceramics were driven by advanced ceramics, including electrical, electronics and aerospace industries.

Source: Asian Ceramics Magazine - Ceramic Industry Club of ASEAN (CICA) 28th Annual Meeting

Exhibitor Profile

- Additive Manufacturing/ Ceramics Printing
- Analysis & Laboratory Equipment
- Artistic Ceramics
- Colour/ Glazes/ Decorative Materials
- Construction Ceramics
- Conveying
- Crushing, Grinding & Milling
- Digital Inks
- Digital Printing & Technology
- Environment Protection
- Feeding/Batching
- Gasifiers
- Glazing, Decorating
- Surface Treatment
- Grading, Separation
- Heat Treatment
- High-tech/ Specialty Ceramics
- Industry Association, Trade Organisations, Specialist Literature Media and Software
- Lubricants
- Machines, Systems, and Devices
- Manufacturing/ Process Equipment
- Mixing & Blending
- 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

Industry Sector



Featured Exhibitors Include

Visitor Profile

- Manufacturers
- Ceramic-related associations and institutions buyers
- CEOs, decision-makers
- Contractors
- Consultants
- Distributors & dealers
- Agents
- Government officials
- Managers and executives
- Marketing & sales personnel
- Domestic & international media
- Overseas delegates and technical experts

Key Buyers at ASEAN Ceramics

Bao Long Ceramic . Catalan JS Company . Crown Ceramics Co., Ltd. . Frit Hue JSC .
Gom Dat Viet JS Company . Hao Canh Sanitaryware . Hoceratec . Lampang Ceramics
Association . Lampang Provincial Government . Long Hau . Mikado JS Company . Minh
Long Ceramics . Prime Group JSC, Siam Cement Group . Ramoji Granite Pvt Ltd .
Riceglass . Royal Ceramic Tile Co., Ltd . Royal Porcelain Public Company Limited .
Ruam Pat Ceramic Co., Ltd . SCG Cement . Thien Thanh Sanitaryware JSC . Toto .
Vicero . Viglacera . Viglacera Tien Son . Vinaceglass . Vitto



Visitors & Exhibitors Speak



"We're thrilled with the turnout on the first day, welcoming friends, customers, directors, shareholders, and CEOs. SACMI is committed to strengthening its presence in Vietnam, highlighting its strategic importance in the broader Southeast Asian and Asia-Pacific ceramic business. Our participation in the ASEAN Ceramics Conference, with the session 'SACMI Now and Tomorrow for Ceramics,' received positive feedback, affirming the industry's favorable reception of our innovations. This reinforces our confidence in the growth potential of the Vietnamese market and our dedication to advancing ceramic technology in the region."

Luca Ferraris, President of SACMI Vietnam (Exhibitor)



"As a longstanding supplier in the ceramics tile market for 20 years, we are thrilled to be part of this event after a 5-year hiatus. Our enthusiasm is particularly heightened as we participate in this event marking a significant journey since our debut at the Vietnam Ceramics Exhibition. Over the past five years, we have encountered numerous customers, and this event has proven to be a resounding success, providing us with the opportunity to engage with a multitude of customers. It's a testament to our enduring commitment and success in the industry."

Nguyen Hoang Duong, Vice Director, Vitis Joint Stock Company (Exhibitor)



"Having attended ASEAN Ceramics for the second time since 2018, I am continually impressed by how the exhibition serves as a gateway to innovations and new technologies. Exhibitions like ASEAN Ceramics play a pivotal role in advancing our country's ceramic sector, providing a platform for enterprises to invest in cutting-edge technologies and shaping a more promising future for the industry."

Mr. Nguyen Anh Tuan, Kiln Workshop Manager of Long Hau Porcelain (Visitor)



"We have visited many shows abroad but it is the first time we have opportunity to visit an international specialized show in Vietnam which attracts a lot of brands and suppliers. For us, the show is very big and professional. This show, Granite Nam Dinh has participated in about 10 meetings with 10 suppliers in the Buyer Seller Matching Area, most of whom have offered quite good service and preparation."

Mr. Hoang Tran Chung, Production Manager of Granite Nam Dinh (Visitor)

The Venue



Saigon Exhibition and Convention Center (SECC)

799 Nguyen Van Linh, Tan Phu Ward, Dist 7. Ho Chi Minh City

By taxi: The Saigon Exhibition & Convention Center (SECC) is located about 25 km away from the Tan Son Nhat International Airport. It takes 30 - 40 minutes (by taxi) from the Airport to SECC. Some taxi agents are available at the airport: Mai Linh, Vinasun, Saigon Tourist (approx. 15 - 17 USD). From the center of Ho Chi Minh City, it takes 20-30 minutes to SECC and the costs occur to about 10 USD - 15 USD.

By bus: Bus services to SECC: The buses Number 34, 68, 102 and 139 are leaving from the Center of Ho Chi Minh City (Ben Thanh Market, Dong Khoi Str.) to the exhibition center. The buses stop near the entrance of the Exhibition & Convention Center. Travelling by bus costs 6,000 VND - 18,000 VND (approx. 0.30 - 0.70 USD) per person and it takes about half an hour. Buses run every 15-20 minutes from 5 a.m. to 10 p.m.

Main routes to SECC

Nguyen Tat Thanh Road: Nguyen Van Linh Parkway

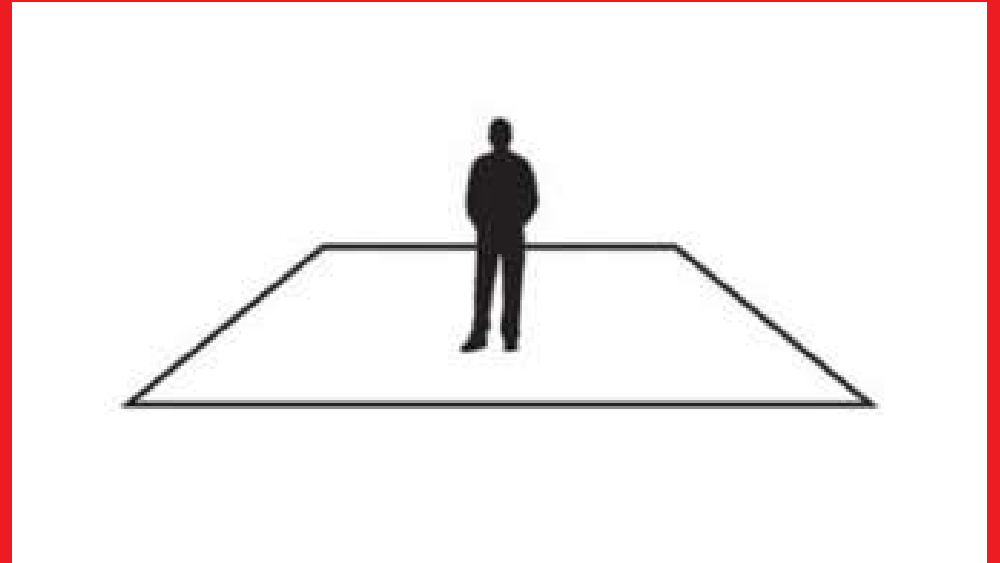
Khanh Hoi - Nguyen Van Linh Parkway

Highway One - Nguyen Van Linh Parkway

SECC is accessible via one of two major bridges: Tan Thuan and Kenh Te



STANDARD SHELL SCHEME



RAW SPACE

Booth Options

USD

VND

SGD

Space only (min. 36sqm)

345

7,900,000

450

Standard Shell Scheme

445

10,200,000

580

SPONSORSHIP PACKAGES

PLATINUM
USD 40,000
 (UP TO 3 SPONSORS)

GOLD
USD 28,000
 (UP TO 3 SPONSORS)

SILVER
USD 18,000
 (UP TO 3 SPONSORS)

BRONZE
USD 12,000
 (UP TO 3 SPONSORS)

**RAW EXHIBITION
 SPACE**

72SQM

48SQM

30SQM

18SQM

**COMPLIMENTARY CONFERENCE
 PASSES**

10

8

5

3

SPEAKING OPPORTUNITY @ CONFERENCE

2

1

1

**SPEAKING OPPORTUNITY AT ASEAN CERAMICS
 PRE-SHOW/ONSITE PRESS CONFERENCE**



**LOGO ON OPENING CEREMONY, "HAPPY HOUR" & NETWORKING
 RECEPTION BACKDROP**

**PANEL DISCUSSION
 @ SELECTED CONFERENCE SESSIONS**

**PRODUCT SEMINAR ON
 EXHIBITION FLOOR**

**LOGO ON PRINT & DIGITAL MARKETING COLLATERALS,
 MAIN FLOORPLAN DISPLAY PANEL & BANNERS**

**SPECIAL FEATURE INCLUDING BUT NOT LIMITED TO SUPPORTING
 MAGAZINE & MONTHLY NEWSLETTER**

FULL PAGE

HALF PAGE

HALF PAGE

HALF PAGE

Sponsorship Add-Ons

VIP/SPEAKERS LOUNGE SPONSORSHIP

- Logo feature @ VIP/Speakers Lounge
- Logo on coffee cups
- Promotional materials displayed at brochure rack within VIP/Speakers Lounge
- Logo as sponsor on print & digital event marketing collaterals
- 3 x Complimentary conference passes

USD 20,000

VIP
PASS

Cocktail Reception Sponsorship

- Logo @ reception entrance
- Logo on napkins
- Promotional materials displayed within reception area
- Logo as sponsor on print & digital event marketing collaterals
- 3 x Complimentary conference passes

USD 20,000



Conference Track Sponsorship

- Speaking/Moderating Opportunity @ Conference
- Distribution of promotional material in conference room
- Logo as sponsor on print & digital event marketing collaterals
- 3 x Complimentary conference passes

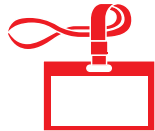
USD 10,000



Delegate Badge Sponsorship

- Logo on delegate badges
- Logo as sponsor on print & digital event marketing collaterals
- 2 x Complimentary conference passes

USD 10,000



Delegate Lanyard Sponsorship

- Logo on delegate lanyards
- Logo as sponsor on print & digital event marketing collaterals
- 2 x Complimentary conference passes

USD 10,000



Conference Bag Sponsorship

- Logo on conference bags
- Logo as sponsor on print & digital event marketing collaterals
- 2 x Complimentary conference passes

USD 10,000



Registration Sponsorship

- Logo on online registration page
- Logo on onsite registration backdrop
- Logo as sponsor on print & digital event marketing collaterals

USD 10,000



Conference Tea Break Reception Sponsorship

- Logo @ reception
- Logo as sponsor on print & digital event marketing collaterals
- 2 x Complimentary conference passes

USD 10,000



WiFi Sponsorship

- Company name for WiFi Password
- Logo as sponsor on print & digital event marketing collaterals
- 2 x Complimentary conference passes

USD 10,000



Sponsorship Add-Ons

Exhibitor Seminar Theatre

- Conduct 20 mins session on the show floor to all visitors
- Expo Seminar Theatre will be promoted alongside main conference programme
- 1 X Complimentary conference pass

USD 2,500



Digital Sponsorship

- Prime speaking opportunity at pre-event webinar
- Logo as sponsor on opening and closing slides
- Logo as sponsor on digital event marketing collaterals
- Corporate video showcase after opening address & during intermissions
- 2 x social media posts prior to webinar

USD 2,500



Online Ad Package

- Rotating E-banner to appear on event website for 2 months
- Logo in 2x show E-newsletter

USD 2,500



Collateral in Show Bags

- 1 x promotional collateral produced and delivered by sponsor

USD 2,000



Ad in Event Guide

- Full page full colour ad
- Premium pages available (check with sales team)

USD 2,000



Get Involved

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