



9th Edition
***Machinery, Technology and Materials for
the Ceramics Manufacturing Industry***



15-17 October 2025

Hall 5, IMPACT Exhibition & Convention Center
Bangkok, Thailand

Endorsed By



Supported By



Southeast Asia's Largest International Exhibition for the Ceramics Industry

The ASEAN Ceramics event is a prominent international trade fair focused on the ceramics industry within the ASEAN region. Held annually between Thailand and Vietnam, this event brings together leading professionals, manufacturers, suppliers, and industry experts from across Southeast Asia and beyond. The event provides a platform for showcasing the latest innovations, technologies, and products in ceramics manufacturing, including advancements in materials, machinery, and equipment.

ASEAN Ceramics serves as an important venue for networking, knowledge exchange, and exploring new business opportunities. It typically features exhibitions, technical conferences, seminars, and workshops, all aimed at addressing current trends, challenges, and solutions within the ceramics sector. The event attracts participants from various segments of the industry, including raw materials, additives, machinery, system, tile production, sanitaryware, tableware, and advanced ceramics, making it a key gathering for stakeholders invested in the growth and development of the ceramics industry in the ASEAN region.

The 2025 edition will be held from 15th to 17th October 2025, in Hall 5, IMPACT Exhibition and Convention Centre, Bangkok, Thailand.

Secure Your Participation at ASEAN Ceramics 2025

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

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The 2024 Edition in Numbers



6 INTERNATIONAL PAVILIONS




3,500

TRADE VISITORS

40% increase from previous edition

TOP 10 VISITOR COUNTRIES

- Vietnam
- China
- India
- Thailand
- Japan
- Italy
- South Korea
- The Philippines
- Malaysia
- United Kingdom

TOTAL
39




93%

Overall Visitors Satisfaction Rating



85%

First time visitors



90%

Plans to visit in 2025

*based on onsite survey results

Top Visiting Industries



Manufacturing	18%
Trade & Distribution	13%
Artistic Ceramics	13%
Academic Institutions	11%
Architects & Interior Design	9%

Top Visiting Occupations



Business Owner	27%
Sales & Marketing	27%
Engineers	12%
Purchasing & Procurement	12%
Account Management	11%

Featured Exhibitors 2024



EsmaIglass-Itaca Group . Minnovation Group . Puresil India . ACIMAC . CCPIT . Thai Ceramics Society (TCS) . Vietnam Association for Building Materials (VABM) . Vietnam Institute for Building Materials (VIBM) . Vietnam Consumer Ceramic Association (VCCA) . Saigon Construction & Building Material Association (SACA) . Gilfair Hong Kong Company Limited . MMA Bentonite Minerals Hadencilik Ltd . Sedlecky Kaolin . THACH QUANG TRADING TECHNOLOGY COMPANY LIMITED . VITIS JSC . Shandong Victor Advanced Material Technology . Monte-Bianco Diamond Applications . TIANJIN TREND THERMAL MATERIALS .

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.

Benefits of Joining ASEAN Ceramics 2025



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 SUPPLIERS



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

FOR BUYERS

Your Gateway to Thailand and the ASEAN Market

APAC Region Domination of the Ceramics Market

The Asia-Pacific region dominates the ceramics market, holding over 40% of the market share in 2023. The ceramics market's future is shaped by ongoing innovations, including 3D-printed ceramics and lightweight composites, as well as a shift towards environmentally friendly materials in response to global sustainability trend.

Source: Grandview Research

ASEAN: Construction Market Continues to Drive Ceramics Demand

ASEAN continues to boast a diverse production market in the manufacturing of sanitaryware, raw materials, insulators, tableware, giftware, supplies, refractory, heavy clay and advanced ceramics. The region is projected to grow at a CAGR of 6.1% from 2024 to 2030. The rising urbanisation and developments of new construction projects across countries strengthen the ceramic industry's foundation and sets it on a path for continuous demand growth.

Source: Grandview Research, Asian Ceramics Magazine



Your Gateway to Thailand and the ASEAN Market

Thailand on track for Economic and Production Revival

Despite the economic slowdown in the past two years, Thailand is showing positive signs of economic recovery, and one can foresee a revival of the country's manufacturing production. At its 29th annual council meeting, The Ceramic Industry Club of ASEAN (CICA) has reaffirmed its commitment to safeguard the ASEAN ceramics industry and its regional production.

Sources: FTI, Asian Ceramics Magazine

Thailand, The Hub for Ceramics Innovation, from Tiles to Technology

The ceramics market in Thailand is poised for steady growth over the next few years, with projections extending into 2029. With its positioning of serving the international market, Thailand has been exporting more ceramic goods than importing in 2024. Source: FTI

The market is segmented by product type, including traditional ceramics, advanced ceramics, and specialty categories like sanitary ware and tiles. The country's ceramic tiles market size is estimated at USD 0.88 billion in 2025, and is expected to reach USD 1.27 billion by 2030, at a CAGR of 7.56% during the forecast period, from 2025-2030. Source: Mordor Intelligence

Furthermore, Thailand's ceramics market is experiencing heightened competition from both local and international players, with major companies like SCG Ceramics and Dynasty Ceramic dominating the domestic scene. Advanced ceramics are also gaining traction due to their applications in sectors like electronics and healthcare.



Show Highlights

Highlight of the 9th Edition

Technical & Advanced Ceramics

Advanced Ceramics are specially processed to have improved properties compared to regular ceramics.

While regular ceramics, like clay pots or bricks, are used mainly for everyday items, advanced ceramics are designed to perform under extreme conditions. Special characteristics like high strength and hardness, high heat resistance, electrical or thermal conductivity, and corrosion and wear resistance gives advanced ceramics the potential for more research & development.

The Advanced Ceramics market in Asia Pacific held the **largest revenue share of over 40.0%** in 2023 and is projected to maintain its lead over the coming years. With rapid industrialization, urbanization, and infrastructural development, countries in the region are witnessing a surge in product demand due to its superior properties, including high-temperature resistance, hardness, and corrosion resistance.

Source: IndustryARC, Grandview Research

ASEAN CERAMICS CONFERENCE



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

This gathering will provide profound insights into the ceramic industry not only in Thailand, but also across the ASEAN region, while also bringing light to 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.

This platform is a crucial component of ASEAN Ceramics in fostering meaningful connections and catalyzing business collaborations for the two industries.

HOSTED BUYER PROGRAM



The Hosted Buyer Program has continued to thrive following its debut in 2023. Most recently, it has attracted over 500 buyers from Thailand, China, India, and Vietnam.

It is a unique initiative designed to invest in and host buyers, facilitating their strategic planning and attendance at the ASEAN Ceramics exhibition.

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 Thailand's national manufacturing landscape and firsthand information on ceramic technologies.

In this edition, the tour will encompass visits to some of Thailand's most prominent ceramics factories, showcasing the expertise of leading manufacturers in the country.

NETWORKING RECEPTION



In every edition, ASEAN Ceramics will provide its exhibitors direct networking opportunities in the form of a drinks or food reception.

Exhibitors will get to build connections with their fellow industry leaders in a relaxing and open environment.

CAREER & EDUCATION FAIR



The Ceramics Job & Education Fair serves as a pivotal platform of career advancement in the ceramics industry. Designed for recent graduates, young professionals, and industry enthusiasts, the program offers valuable opportunities for exploring career options, networking with professionals, and enhancing niche skills and knowledge.

Exhibitor Profile

- Additive manufacturing/ceramics printing
- Artistic ceramics
- Colour/glazes/decorative materials
- Construction ceramics
- Digital, 3D Printing & Technology
- High-tech/specialty ceramics
- Machines, systems, and devices for fine and refractory ceramics
- Machines, systems, and devices for heavy clay ceramics
- Manufacturing/process equipment
- Media
- Pottery/porcelain
- Powder metallurgy
- Raw materials and additives, powder, production materials, and ancillaries
- Refractory materials, kiln furniture, kilns, and kiln equipment
- Research
- Sanitary Ceramics
- Technical ceramics
- Tools/spare parts
- Training and consultancy



Become a Hosted Buyer!

Look no further for the best business experience in the ceramics industry!

The Hosted Buyer Programme selects pre-qualified decision makers to attend ASEAN Ceramics 2025 based on their interest to engage with businesses and gain inspiration. Qualified Hosted Buyers gain priority access to all businesses, networking, conference areas, and activities in the exhibition. We will ensure an experience that is both cost-effective and time efficient for you and your organisation.

To register, please go to website: <https://asean ceramics.com/hosted-buyer-program/>



Visitor Profile

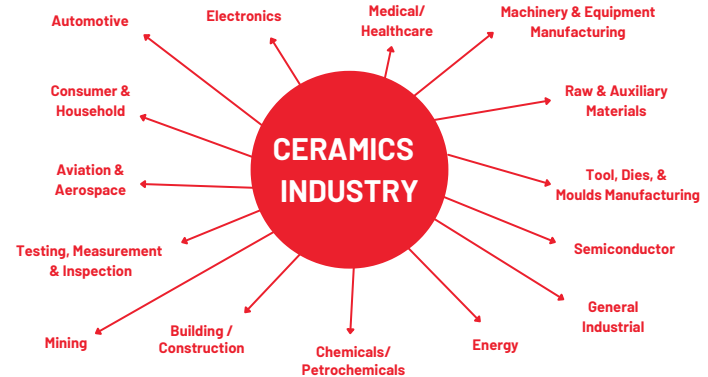
- Manufacturers
- Ceramic-related associations and institutions buyers
- CEOs, decision-makers
- Contractors
- Consultants
- Distributors & dealers
- Agents
- Government officials
- Managers and executives
- Marketing & Sales personnel
- Domestic & international media
- Overseas delegates and technical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

TABLEWARE . SANITARYWARE . REFRACTORY . TILES

Sectors Involved



Testimonials



"This year's event has been incredibly exciting, with a vibrant atmosphere and a great turnout. The morning was particularly busy, and even now, there are still many visitors walking around, exploring booths, and engaging in meaningful discussions about ceramics."

We are especially proud to present the Thai Pavilion at this year's exhibition, marking the first time we've had a dedicated pavilion. This has been a great opportunity for us, as it allows visitors to easily recognize and connect with Thai ceramic companies, fostering valuable conversations about our industry."

Dr. Sirithan Jiemsirilers
President, The Thai Ceramic Society



"We participated in Thailand, but this is our first time in Vietnam. I am really happy with it. Yesterday the fair was full of people. We have many visitors coming by, passing by, and we are very happy with that."

We have been established in Vietnam for many years, so everyone knows us somehow. Here we take the opportunity to show our novelty in terms of materials, finishings, etc, and the visitors we receive are mostly our customers already. But we are happy, because we can meet all of them, in 3 days, in one time, so it's good."

Mr. Alex Segura
Country Manager, Altadia / Esmalglass-Itaca Group Vietnam



"This is our second time at ASEAN Ceramics in Vietnam, and it's a great opportunity to connect with ceramics businesses in the ASEAN region."

The event has improved from last year, with upgraded booths and excellent visitor quality. The addition of the glass industry has made it an even better networking platform, allowing us to engage with both sectors.

We've had promising conversations and look forward to future business opportunities. See you at ASEAN Ceramics 2025 in Bangkok!"

Mr. Anil Nandaniya
Managing Director, Puresil



"Yes, it's the first time we are here in Vietnam and joining the ASEAN Ceramics. It was quite okay, so we had some interesting contacts, the two previous days flew by so it was not boring at all."

The quality of the visitors is quite good, we are happy with them, and we had some really interesting discussions. We also had a lot of networking with all the exhibitors, not only at our booths but all the booths around, so the experience is great."

Mr. Ulrich Werr
Editor-in-Chief, Göller Verlag GmbH

Testimonials



"I didn't expect this year's exhibition to be so impressive. Compared to previous years, there are more booths and a higher number of visitors and manufacturers. I'll be looking for partners in equipment and raw materials."

My main goal is to find raw materials for Micado Group, as domestic supply is currently limited, while demand in Vietnam is rising. I hope to secure high-quality, abundant materials to support our production."

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



"The exhibition is very good, so we can meet a lot of industrial people not only in Vietnam, but as well as across Asia. Although it is my first time attending, I feel very happy to be here."

I also find the quality of visitors very good, it's more catered to professionals and top management people who are coming over here. And we are honored to meet with the deputy minister who came for the opening ceremony. I think the quality of the visitors of business trade visitors, which is good."

Mr. Tay Keng Chong
Country Head, Vietnam, Niro Ceramic Group
Vice President, Malaysia, Business Chamber Vietnam

Supporting Associations of ASEAN Ceramics & ASEAN Stone 2024:



Board of Advisors



Dr. Sirithan Jiemsirilers
President
The Thai Ceramic Society



Dr. Robert Schönberger
Global Industry Lead
Messe Munich



Mr. Atuk Cheirdkiatisak
Chairman
Ceramics Industry Club Thailand (CICT)
The Federation of Thai Industries (FTI)



Mr. Vũ Quốc Hùng
Secretary General
Vietnam Building Ceramic Association (VIBCA)



ASEAN Ceramics has established itself as the leading ceramic manufacturing exhibition for the region and the Ceramics Industry Club of Thailand is pleased to extend their full support to ASEAN Ceramics in Bangkok and have engaged in various value-added activities as it is important platform to not only see the latest materials and technologies from around the world for the production of tiles, but also meet with the wider industry professionals from throughout the region.

We wish all the participants of ASEAN Ceramics 2025 an enjoyable and successful event here in Bangkok.

- Mr. Atuk Cheirdkiatisak

Expected Figures in 2025

5,000 sqm
Exhibition Area

200+
Exhibitor & Brands

400
Buyer-Seller Meetings

50
Conference Sessions

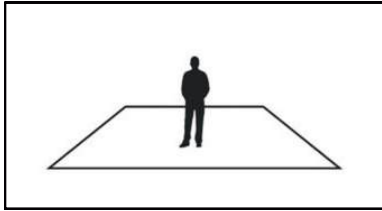


Exhibit with us!

Reach out to us at asean ceramics@mniaasia.com.sg
for Early Bird Promotion.



Booth Options



Raw Space

(min. 19sqm)

345 USD / sqm



Stand Package

Basic Shell Scheme

445 USD / sqm



Stand Package

Basic Maxima XL Shell Scheme

495 USD / sqm



Stand Package

Success Shell Scheme

515 USD / sqm



*additional 200USD Application Fee applies.

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



EXCLUSIVE INTERVIEW DURING EVENT,
 INCLUDED IN OFFICIAL SHOW VIDEO



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	<ul style="list-style-type: none"> • Logo feature @ VIP/SPEAKERS Lounge • Logo on coffee cups Promotional materials displayed at brochure rack with VIP/SPEAKERS • Lounge Logo as sponsor on print & digital event marketing collaterals 3 x • Complimentary conference passes 	US 20,000
DELEGATE BADGE SPONSORSHIP	<ul style="list-style-type: none"> • Logo on delegate badges • Logo as sponsor on print & digital event marketing collaterals • 2 x Complimentary conference passes 	US 10,000
REGISTRATION SPONSORSHIP	<ul style="list-style-type: none"> • Logo on online registration page • Logo on onsite registration backdrop • Logo as sponsor on print & digital event marketing collaterals 	US 10,000
COCKTAIL RECEPTION SPONSORSHIP	<ul style="list-style-type: none"> • Logo @ reception entrance • Logo napkins • Promotional materials displayed within reception area • Logo as sponsor on print & digital event marketing collaterals • 3 x Complimentary conference passes 	US 20,000
DELEGATE LANYARD SPONSORSHIP	<ul style="list-style-type: none"> • Logo on delegate lanyards • Logo as sponsor on print & digital marketing collaterals • 2 x Complimentary conference passes 	US 10,000
CONFERENCE TEA BREAK RECEPTION SPONSORSHIP	<ul style="list-style-type: none"> • Logo @ reception • Logo as sponsor on print & digital event makreting collaterals • 2 x Complimentary conference passes 	US 10,000
CONFERENCE TRACK SPONSORSHIP	<ul style="list-style-type: none"> • 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 	US 10,000
CONFERENCE BAG SPONSORSHIP	<ul style="list-style-type: none"> • Logo on conference bags • Logo as sponsor on print & digital event marketing collaterals • 2 x Complimentary conference passes 	US 10,000
WIFI SPONSORSHIP	<ul style="list-style-type: none"> • Company name for WiFi Password • Logo as sponsor on print & digital event marketing collaterals • 2 x Complimentary conference passes 	US 10,000

MARKET YOUR BRAND

EXHIBITOR SEMINAR THEATRE	<ul style="list-style-type: none"> • Conduct 20 mins sessions on the show floor to all visitors • Expo Seminar Theatre will be promoted alongside main conference programme • 1X Complimentary conference pass 	US 2,500
COLLATERAL IN SHOW BAGS	<ul style="list-style-type: none"> • 1 x promotional collateral produced and delivered by sponsor 	US 2,000
DIGITAL SPONSORSHIP	<ul style="list-style-type: none"> • Prime speaking opprtunity at pre-event webinar • Logo as sponsor on opening and closing slides • Logo as sponsor digital event marketing collaterals • Corporate video showcase after opening address * during intermissions • 2 x social media posts prior to webinar 	US 2,500
AD IN EVENT GUIDE	<ul style="list-style-type: none"> • Full page full colour ad • Premium pages available (check with sales team) 	US 2,000
ONLINE AD PACKAGE	<ul style="list-style-type: none"> • Rotating E-banner to appear on event website for 2 months • Logo in 2x show E-newsletter 	US 2,500



Contact the team for more details: asean ceramics@mniaasia.com.sg



ASEAN Ceramics

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