

WALL TILES

FLOOR TILES

VITRIFIED TILES

SANITARY WARES

BATH FITTINGS



**VIBRANT
CERAMICS** 2017

EXPO & SUMMIT

16 17 18 19 NOVEMBER

Exhibition Centre, Near Town Hall
Gandhinagar, Gujarat, India





MORBI CERAMICS
a s s o c i a t i o n s



octagon
COMMUNICATIONS PVT. LTD.

A great milestone achieved...

Vibrant Ceramics Expo and Summit 2016 was the first of many successful editions to be planned and organized by The Morbi Ceramics Association & Octagon Communications Pvt Ltd. Pertinent to the many glorious editions of Vibrant Gujarat, Vibrant Kutch and Vibrant Saurashtra, this event, instead of focussing on geography, made a successful attempt of bringing prestige in each sector of the ceramics industry. The ceramics industry got the much deserving spotlight and that too on a platform as big as Vibrant.

- The three day event, held from the 16th to 18th December, 2016, turned out to be a huge success with a participation from 24 countries including major ceramics importing countries like US, Oman, Saudi Arabia, UAE, Canada, Vietnam, Nepal, Madagascar, etc., with almost 600 foreign participants, manufacturers, importers, researchers contributing to this event, with a number of road shows and meets with the ceramic associations and executives in the participating countries.
- Morbi Ceramics Associations representing the second largest ceramic cluster in the world, with 610 units under it, further ensured that a lot of business and trade opportunities came up, not only for the exhibitors, but also for the visitors and participating companies and foreign delegates.

**VIBRANT CERAMICS
EXPO & SUMMIT
2016**







A few highlights of the Vibrant Ceramics Expo and Summit 2016 are as follows:

- The Government of Gujarat played a significant role in this event by supporting the organizers right from the word “go”, to every step they took, contributing to the grandeur of this event.
- A lot of direct business deals with delegates from the overseas were initiated and in many cases, direct orders were placed as well, owing to the local business visits.
- Also, the knowledge summit at the event hosted a lot of important speakers, including Mr. Kamil Hussain, President of Tiles and Sanitary-ware importers Association of Sri Lanka, Ms. Geetha Ramesh, VP, Ohm International and many more, who talked about the current issues the industry is facing, including the over-dependence of Chinese ceramic products and the need to focus on research and innovation.
- The industry experts from more than 10 countries who came with an ocean of experience in various areas such as International market access, Quality control, Production efficiency, Packaging, Storage and warehousing, Access to finance, Training and skill development etc., and introduced the best practices followed in their respective countries. The idea was to bring an extensive knowledge to a common platform.
- More than 80 foreign delegates from 35+ companies visited the factories in Morbi, resulting in a lot of new unexplored business opportunities and deals.
- While the summit focused on the knowledge bank with a motto, "Knowledge is Power", the expo focused on the idea, "Business happens when like minded people meet with ignited minds". Vibrant Ceramics Expo and Summit 2016 created a platform for the industry stakeholders to connect and work with each other.
- The industry directory was shared with the overseas buyers and each buyer was able to meet with suppliers through a pre fixed one to one B2B meeting to discuss and more importantly, facilitate business.
- The Chief Minister of Gujarat, Hon. Shri Vijay Rupani blessed this event with his presence and he mentioned that the ceramic industry in the state held an esteem of a diamond through out the world. He further attributed the success of this event to the Vibrant Gujarat summit which made it possible to get more and more investors in Gujarat. He called upon the manufacturers of Morbi to contribute to our Prime Minister Hon. Shri Narendra Modi's vision of "Make In India".
- The expo saw business worth INR 500 Cr and an order of INR 1300 Cr is already in the pipeline.

A footfall of more than one lakh people in just three days and that too in the first edition speaks volumes of how successful this event was. The number definitely did beat all the expectations, as Mr. Sandip Patel, CEO of Octagon Communications Pvt. Ltd. candidly mentioned, ' We didn't expect this scale of success and participation in the first edition itself and now that we have seen the potential of the ceramic world, we are confident enough to make it bigger than ever and better than everything else the next time.'

- Overall, the expo and summit provided an excellent platform to the companies from the Ceramic industry of Morbi to not only garner new business opportunity, but also step out to the global market and compete with suppliers all over the world by carving a niche name of the cluster through its innovative designs, products, quality yet being competitive in terms of price offerings.

**VIBRANT CERAMICS
EXPO & SUMMIT**
2016



Minister, Govt. Officers, Delegates, Businessmen
and Large Base of Customers Present at
Vibrant Ceramics Expo & Summit 2016





World's
2nd largest
tiles manufacturing zone with total installed
capacity of 2.8 millions Square Meter per day



Focus Gujarat Vibrant Today and Glorious Tomorrow for Ceramics

The Indian Ceramic Tile industry is estimated at INR 24,000 crore, of which 40% is organized while 60% is unorganized sector.

A major chunk of the country's entire ceramics production takes place in the Indian Federal State of Gujarat, situated in the country's north-western part. It is leading the front in tile production and is further developing is proceeding with giant strides. Morbi, one of the most industrially flourishing cities, is the hub for ceramic manufacturing in the country. Here are a few noteworthy facts about the ceramics scenario in the city.

Home to more than 500 tiles manufacturing units spread within a stripe of 40 kms x 7 kms.

Cumulative industrial investment of more than INR 8000 Crores

Manufactures more than 90% of total ceramic production in India

Total installed capacity of 2.8 millions Square Meter tiles per day

World's 2nd largest tiles manufacturing zone

Few factors that have led to the development of Ceramics in the state are:

Easy availability of raw materials and uninterrupted power supply

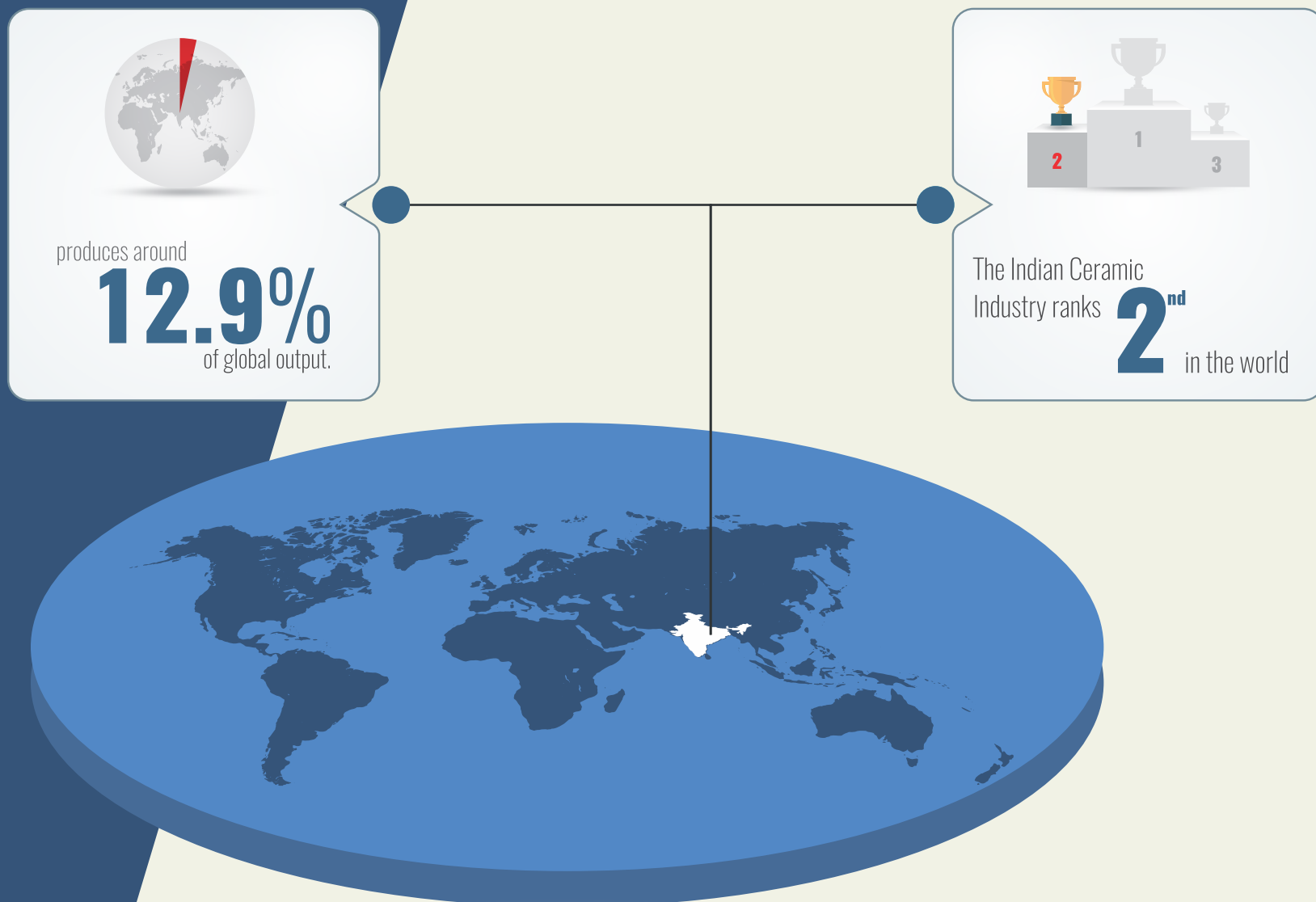
Proximity to Major sea ports (Mundra and Kandla), hence the transportation is cheaper in case of Exports of finished products and import of machineries and inputs

Resiliency (ability to recover quickly from difficulties) of local industrialists

Government support by installing industrial gas line in various cities in the state

Availability of cheap labour on contract basis

Entrepreneurship quality of manufacturer



Ceramics Industry Perspective India

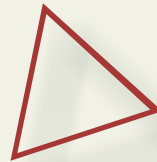
The ceramics industry in India came into existence about a century ago and has matured over time to form an industrial base. From traditional pottery making, the industry has evolved to find its place in the market for sophisticated insulators, electronic and electrical items. The Indian Ceramic Industry ranks 2nd in the world and produces around 12.9% of global output. Today, it is among the top three countries in the field of tile production and is further developing is proceeding with giant strides. The industry provides employment to 550,000 people, of whom 50,000 are directly employed.

In the last decade, specifically the ceramic tiles industry has evolved into a more organized market with new users emerging in various industries. Ceramic tiles as a product segment has grown to a sizeable chunk today at approximately 1600 Millions Square meters production per annum. However, the potential seems to be great, particularly as the housing sector, retail, IT & BPO sectors have been witnessing an unprecedented boom in recent times. The main product segments are the Wall tile, Floor tile, Vitrified tile and Industrial tile segments.

India is the third largest tiles market in the world. While the global tiles production grew at an annualized rate of 6.3% for the period 2006–2013, tiles production in India grew almost double at 12.0% during the same period. Ceramic tiles that accounts for close to 60% of the total tiles demand in India, is expected to grow at a CAGR of 8.7% for the period 2014–2019.

Highlights of Morbi Ceramics Cluster

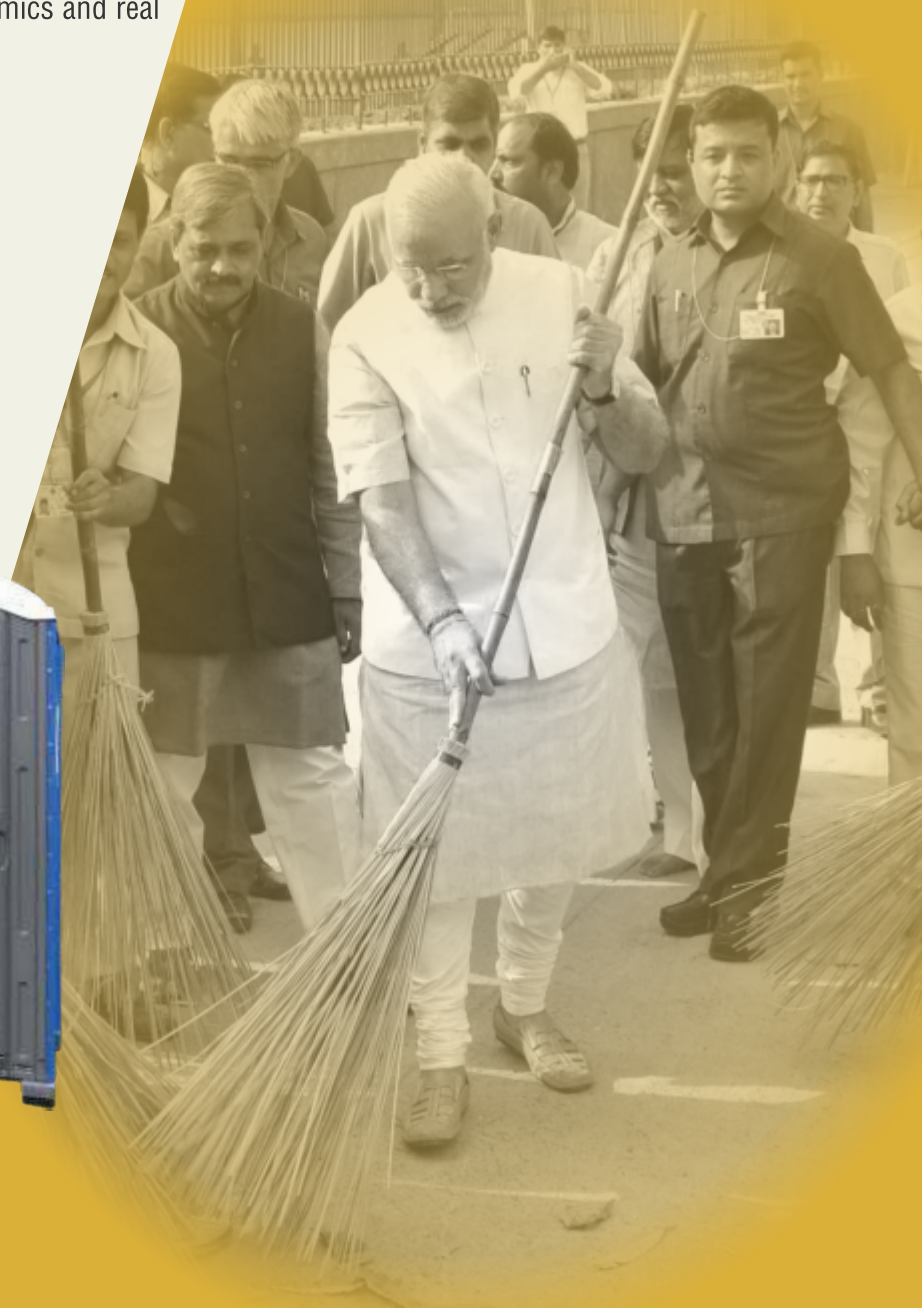
- Morbi is one of the three big clusters of Ceramics across the world.
- The industrial area produces Wall tiles, Floor tiles, Vitrified tiles, Polished Glazed Vitrified Tiles, Twin Charged Tiles, Multi-Colour Charged Tiles in various formats starting from 20x30 cm to 120x180 cm in a wide range of designs and colours. It also produces sanitary ware, industrial ceramics and technical ceramic products.
- It consists of 610 units in total with investment of INR15 Cr. to INR150 Cr. in each unit. The cluster uses the latest technologies and equipments imported from all over the world.
- It emerged as a zone for production of Ceramics in 1994. It has grown rapidly in the last 21 years with 30 units producing 5 millions square meters per annum in 1994 to 610 units producing approximately 1600 million square meter per annum now.
- It provides employment directly to 3.50 lac people in factories and 10 lac others in auxiliary and related business & professions.
- 90% of the total production of Ceramic Products in India is catered to, by Morbi alone.
- In the last three years, exports have increased by 80%, 70% and 30% respectively.
- In the last FY, 2015–16, the exports were registered at 30% which is commendable in the times of global recession.
- In the last FY, 2015–16, the industrial growth was noted at 20% with a remarkable investment of INR 5000 Cr.
- Morbi is the 2nd highest employment providing city after Surat in Gujarat State.
- It is also the 2nd highest excise duty payer after Surat in the state.
- Morbi has been entitled as 'TOWN OF EXPORT EXCELLENCE' (TEE) by the Commerce Ministry of GOI. There are 3 TEEs in Gujarat, viz. Surat (Diamonds), Ahmedabad (Textiles) and Morbi (Ceramics). Morbi is also one of those six TEEs in India wherein the exports cross over INR 1000 Cr.





Swachh Bharat Mission to boost the Ceramic Industry

- The 'Swachh Bharat' campaign launched by Prime Minister Hon. Shri Narendra Modi will have a positive impact on the Indian ceramic industry as the initiative is likely to generate demand for tiles and sanitary ware.
- The presence and importance of having toilets and better sanitation has been time and again stressed by the Government in order to develop a Clean India. This will definitely have a positive impact on ceramic tiles and sanitary ware sector. On its agenda, is the development of Bio-Toilets – bio-digester-based disposal systems in some of its new toilet blocks and mobile toilet vans and Subscription based Chemical Toilets wherein the Cleaning Team provides a subscription-based chemical toilet service with no up-front charge for the toilet hardware. Instead, customers pay a weekly or monthly subscription to access the sanitation service. A chemical toilet is placed in their home and then serviced, emptied and cleaned.
- These initiatives will certainly bring forth lucrative business opportunities for the ceramics and real estate fraternity.



Vibrant Ceramics Expo & Summit 2017

A bigger leap forward!

Vibrant Ceramics is one-of-a-kind initiative that aims towards unifying and synergizing the key players in the ceramics industry. With an enormously diverse and yet strategically focussed set of invitees, participants, sponsors and presenters; Vibrant Ceramics 2017 shall bring forward all sorts and types of business resources on a common destination to enable flawless interaction, channeling and networking. As the customers, manufacturers, researchers, technologists and innovators come together on the common platform to discuss, share, debate and celebrate the best of the ceramics industry; Vibrant Ceramics 2017 shall be an international event that will successfully register its name in the key commercial milestones of the year.

It shall pave way for grand product launches and professional exposure for the international brands in order to effectively penetrate in the regional and local markets. For brands that willingly showcase their products, unique services or process breakthroughs; Vibrant Ceramics 2017 shall bring alive a vibrant opportunity to have a direct and a more organic connection with their target audiences.

**WORLD'S LARGEST
CERAMIC EXHIBITION
OF FINISHED PRODUCTS**

**Primary focus shall
be on the following
essential aspects**

Exploring tools and techniques,
to increase production
capacity of ceramics

Facilitating increase in
production and thus exports of
Indian Ceramics to the world

Uncovering ceramics products,
latest technologies and innovation
at the display

Enabling the manufacturers and business
associates in shortening the supply chain and
eliminating the complexities by motivating
ecommerce and digital business options

Training and empowering the industries small players
towards enhanced awareness of the latest technology
to ensure better results and enable a more sustainable
ceramics business scenario

Vibrant Ceramics was initiated and held by pursuing the idea of our honorable Prime Minister, Shri Narendra Modi to see India proliferate in the corporate and commercial realms across the world by providing the optimal combination of skilled human resource and state-of-the-art technology. Vibrant Ceramics 2017, the second edition shall be an ideal portal to meet, interact and discuss business possibilities for industrialists, dealers, customers, experts and all those who matter in the ceramics Industry.

Opportunities of Investment and Joint Ventures

Knowledge Sharing Seminars

Technology Transfer

Factory Visits

B2B Meets



Vibrant Ceramics Summit 2017 Laying the Foundation for Quality Ceramics

Inviting the dedicated research and development professionals and institutes committed to exploring the advancements in the ceramics industries; VCES 2017 also aims at serving as one of a kind knowledge sharing podium for industry as a whole.

These vital details shall indeed play a very decisive role in determining roles, goals, incoming policy amendments and facilitating exports for the betterment and prosperity of the ceramics industry.





Dear Visitor
Key Outcomes
for your
Business



01

250 Ceramics, Sanitary Ware,
Bath Fitting manufacturers &
exhibiting at one place

02

Display of their latest
design and size

03

Direct meeting to manufacturers
who are looking for new dealers/
importers in your area

04

Match making of best
manufacturers to best
dealers/ importers

05

Knowledge seminars, workshops
& B2B, which can enhance
your dealership business

06

Factory/ Plant
Visit

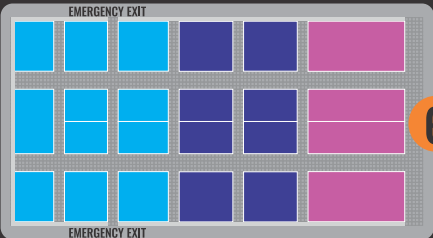
EXHIBITORS PARKING

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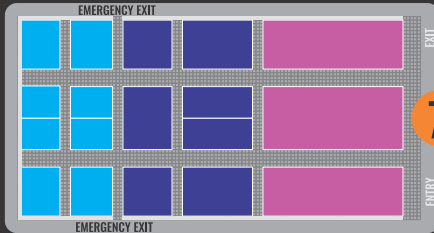
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EXHIBITORS ENTRY

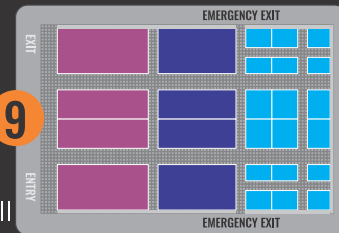
FOOD COURT



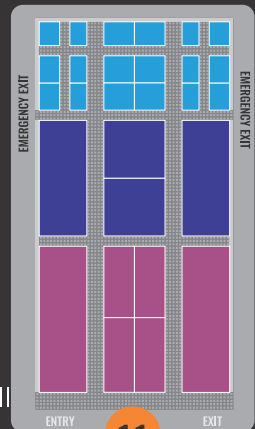
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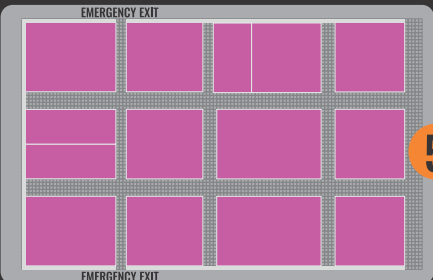
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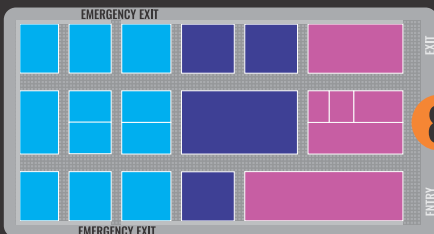
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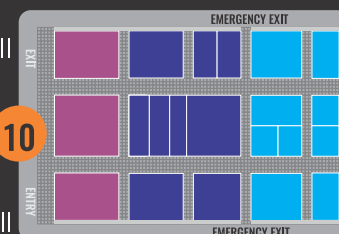
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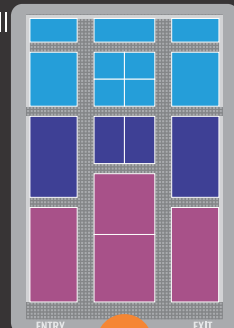
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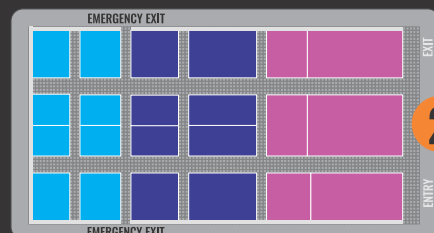
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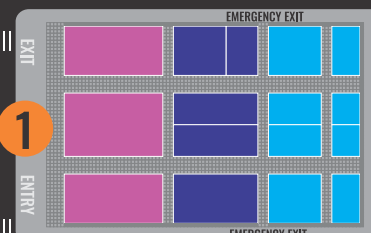
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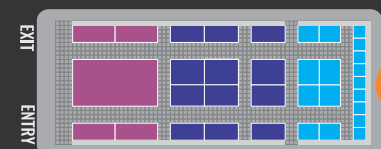


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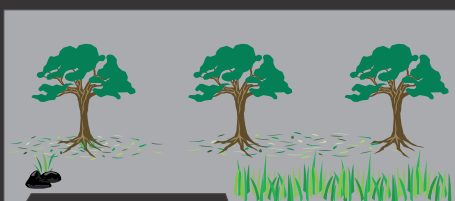
14
FOOD COURT



13

4
FOOD COURT

3
B2B MEETINGS



GATE 7

GATE 8

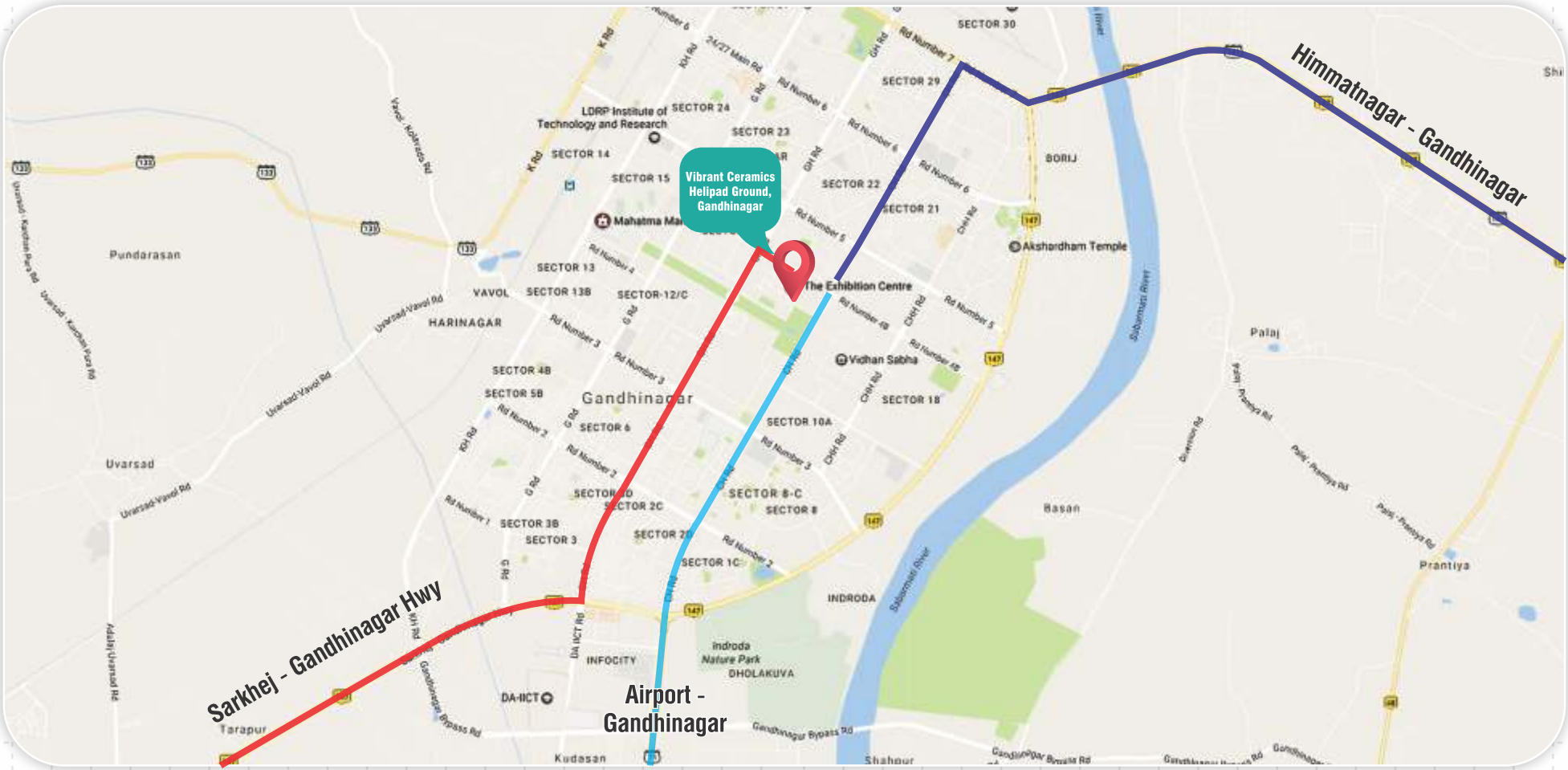
GATE 9

VISITORS PARKING

VISITORS PARKING



How to Reach



-  Airport - Gandhinagar
-  Sarkhej - Gandhinagar Hwy
-  Himmatnagar - Gandhinagar





VIBRANT CERAMICS 2017

EXPO & SUMMIT

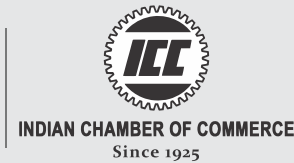
16 17 18 19 NOVEMBER

Exhibition Centre, Near Town Hall
Gandhinagar, Gujarat, India



ENDORSEMENT BY HON'BLE PRIME MINISTER OF INDIA
SHRI NARENDRA MODI

Organisers

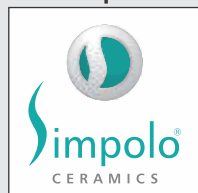


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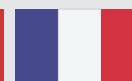
Cambodia



Canada



China



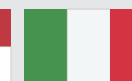
France



Germany



Indonesia



Italy



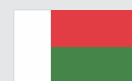
Jordan



Kenya



Latvia



Madagascar



Mauritius



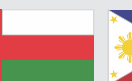
Mayotte



Mexico



Nepal



Oman



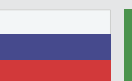
Philippines



Poland



Qatar



Russia



Saudi Arabia



Senegal



South Africa



Spain



Sri Lanka



Tanzania



Thailand



Uganda



United Arab



United Kingdom



United States



Sirbia