

WALL TILES

FLOOR TILES

VITRIFIED TILES

SANITARY WARES

BATH FITTINGS



 **Simpolo**
ceramics

VIBRANT CERAMICS 2017 EXPO & SUMMIT

16 17 18 19 NOVEMBER

Exhibition Centre, Near Town Hall
Gandhinagar, Gujarat, India





2016



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 after China's Foshan, with 700 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.

More than 80 foreign delegates from 35+ companies visited the factories in Morbi, resulting in a lot of new unexplored business opportunities and deals.

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.

While the summit focussed on the knowledge bank with a motto, "Knowledge is Power", the expo focussed 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.'

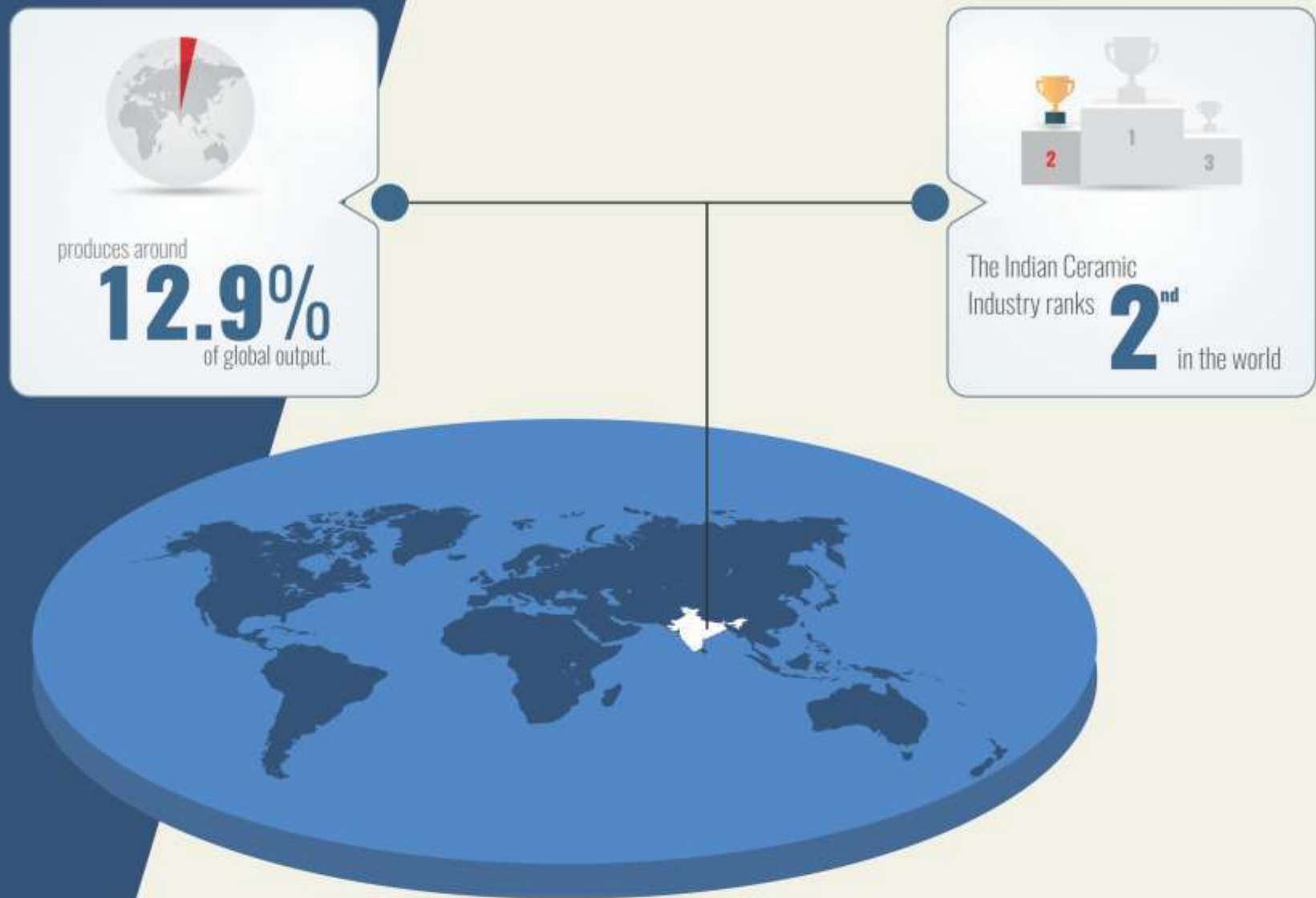
Overall, the expo and summit provided an excellent platform to the companies from the Ceramic industry of Morbi to not only garner new business opportunity, but also step out to the global market and compete with suppliers all over the world by carving a niche name of the cluster through its innovative 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



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 680 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.



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, after
Guangdong
Province in China

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

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.





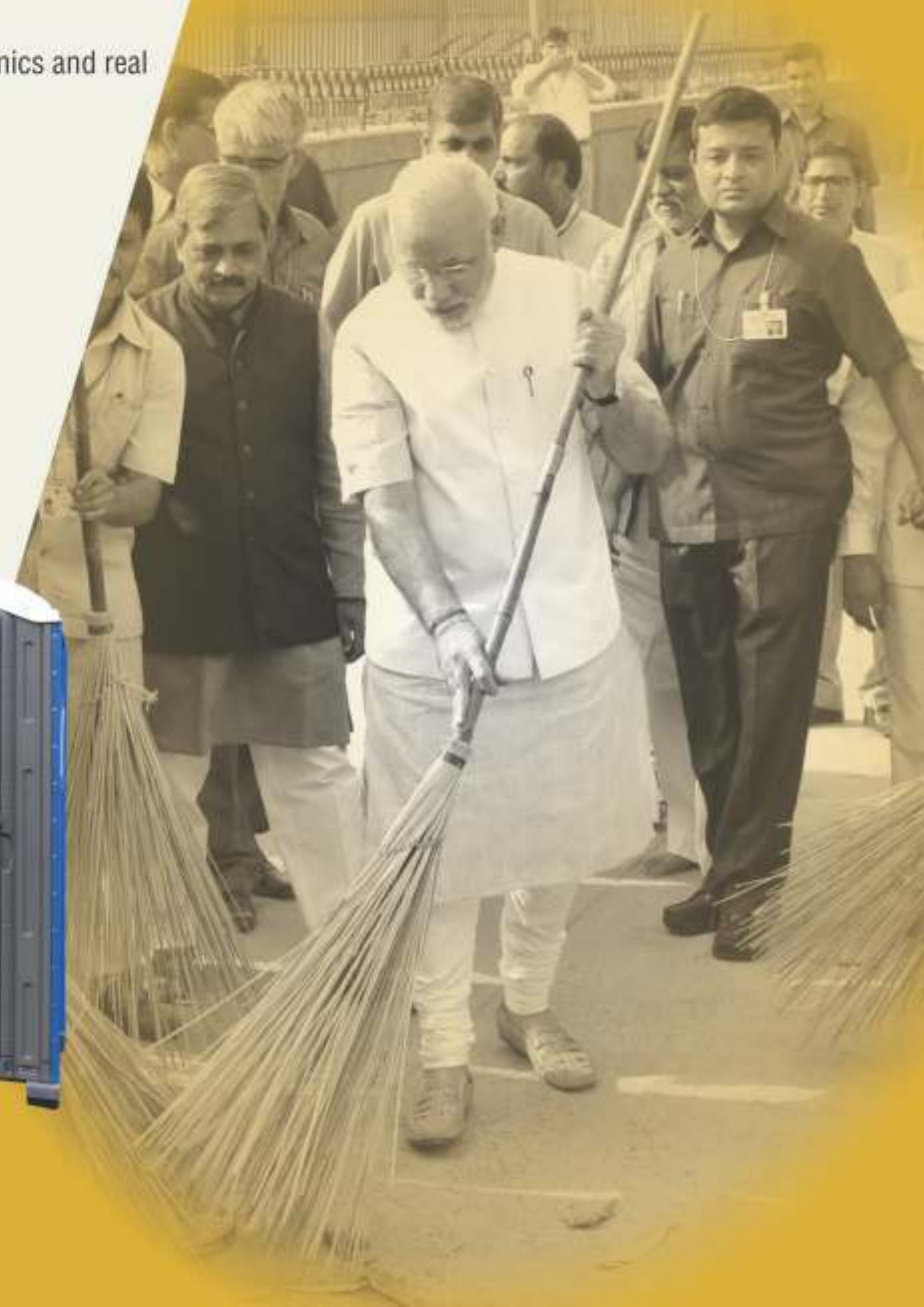
Swachh Bharat Mission to boost the Ceramic Industry

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.

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.

Key Highlights of the Summit:

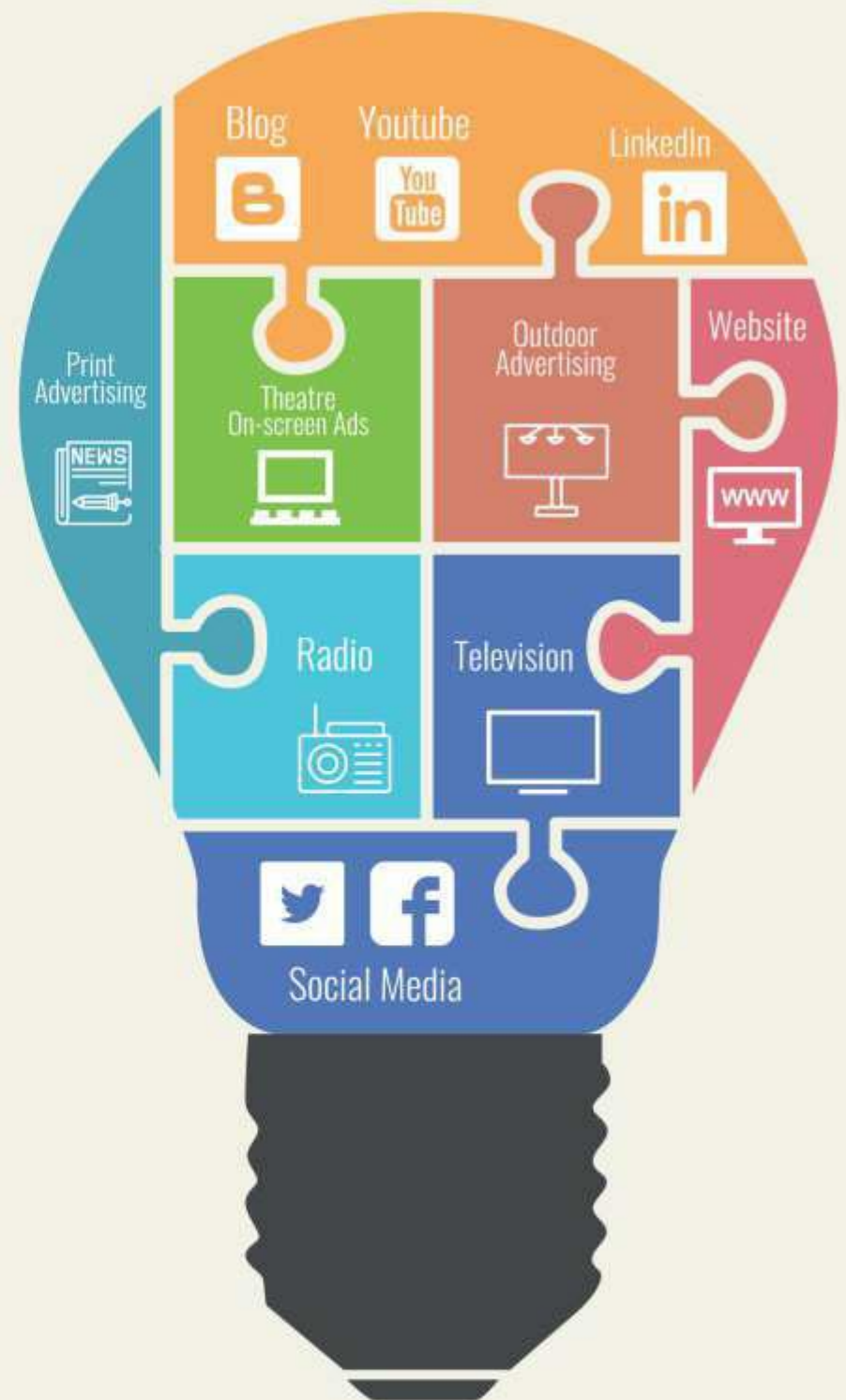


Roadshows A great medium to propel your brand

If done right, Roadshows can be a great event formula to add to your field marketing strategy to help propel your brand. Roadshows are a great way to spread the word in an interactive format and reach those who you may not have been able to otherwise. They allow sales to move beyond the phone calls and emails and actually create face-to-face relationships with potential customers.

The single most important part of the roadshows is the content. These events allow speakers to get on the main stage and talk about the latest industrial trends. Hence, Vibrant Ceramics Expo & Summit 2017 will be strategically marketed through a comprehensive schedule of national and international roadshows to generate more awareness and impact.

Roadshows for Vibrant Ceramics 2017 will be conducted in nearly 30 countries across the globe and 100 smart cities of India.



Marketing Activities

Vibrant Ceramics Expo & Summit 2017 will be extensively promoted and marketed through a comprehensive multi-media strategic plan so as to reach maximum audiences.

Vibrant Ceramics Expo 2017 Make a Mark for yourself in the World of Ceramics

With an enormously diverse and yet strategically focused set of invitees, participants, sponsors and presenters; Vibrant Ceramics 2017 shall bring forward all sorts of business resources at a common destination to enable flawless interaction, channeling and networking.

For brands willing to showcase their ceramic products, unique services or process breakthroughs; Vibrant Ceramics 2017 brings alive a vibrant opportunity to have a direct and more organic connection with their target audiences. This will also pave way to grand product launches and give professional exposure for the international brands in order to effectively penetrate in the regional and local markets.

VIBRANT CERAMICS broadly encompasses the following sectors of the industry:

Vitrified Tiles • Floor Tiles • Wall Tiles • Sanitary Ware • Bathroom Fittings & Accessories

Event Sponsorship

We also hereby invite all leading and successful business houses to support this dynamic event.

Kindly accept our invitation for your organization and become a backbone of this event by being a sponsor. The sponsorship for this event is offered at different levels.

Sr. No.	Event Sponsor Category	Bare Space (in Sq. m.)	Mention in media campaign	Social media presence	Presence in marketing literature	Outdoor publicity	Venue branding	Corporate film	Logo in delegate kits	logo in brochures	Presentation slot
1	Powered by (₹ 1 Cr)	640 (1 Slot)	Extensive	Extensive	Yes	Yes	Extensive	Yes	Yes	Yes	15 Mins
2	Platinum (₹ 50 Lacs)	243 (4 Slots)	High	High	Yes	Yes	High	Yes	Yes	Yes	10 Mins
3	Gold (₹ 25 Lacs)	135 (4 Slots)	Medium	Medium	Yes	No	Medium	No	Yes	Yes	5 Mins
4	Silver (₹ 15 Lacs)	80 (4 Slots)	Low	Medium	Yes	No	Medium	No	No	Yes	No

Service Tax Extra @ 15%



EXHIBITORS PARKING

EXHIBITORS PARKING

EXHIBITORS PARKING

EXHIBITORS ENTRY

FOOD COURT

14

FOOD COURT

13

12

11

9

7

10

8

1

2

6

5

3

B2B MEETINGS

4

FOOD COURT

VISITORS PARKING

VISITORS PARKING

GATE 7

GATE 8

GATE 9



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Rates for Participants BARE SPACE

	India	International
Royale	12000 INR	\$ 250
Signature	11000 INR	\$ 225
Premium	10000 INR	\$ 200

Goods Service Tax (GST) @ 18%

Shell Scheme

	India	International
Standard	11000 INR	\$ 225

Goods Service Tax (GST) @ 18%

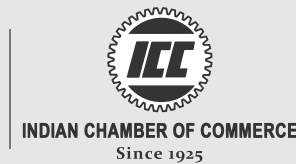


**ENDORSEMENT BY HON'BLE PRIME MINISTER OF INDIA
SHRI NARENDRA MODI**

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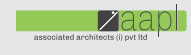
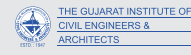


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In Association With

Delegates From



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Brazil



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Germany



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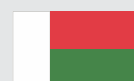
Jordan



Kenya



Latvia



Madagascar



Mauritius



Mayotte



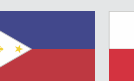
Mexico



Nepal



Oman



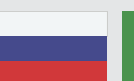
Philippines



Poland



Qatar



Russia



Saudi Arabia



Senegal



South Africa



Spain



Sri Lanka



Tanzania



Thailand



Uganda



United Arab Emirates



United Kingdom



United State



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