

CERAGLASS INDIA 2010

An International Trade Fair & Conference on Ceramics, Glass & Allied Products

11-14 November, 2010, Jaipur, India



13 November 2010

OPPORTUNITIES GALORE AT THE CERAGLASS 2010 BUYER SELLER MEET

“This is the first effort to gather such a set of people and judge the potential that we have in India”

- Shreekant Somany



India is the land where one can find everything and when international delegates representing 14 nations came together at the CeraGlass 2010 Buyer - Seller Meet, organized in association with CAPEXIL the channels of interaction and possibilities of trade between Indian exporters and overseas importers emerged to the fullest.

Importers and exporters of a wide range of products – ceramic tiles, tableware, building material, sanitaryware, glass mirror and lamp ware, together explored the opportunities for lucrative business alliances and joint ventures. **Rafael Burni**, an importer and distributor from Brazil was riveted to find a fascinating range of sapphire float glasses.

Captivated by attractive designs and alluring collection of sanitaryware and tiles, “India is growing slowly but truly”, exclaimed **Mamdouh Abdel Gaffar**, an importer from Egypt who is eager to get into a deal. Yet another purchaser from Botswana, **Maje Clifford David Maje** expects to reap huge profits out of his very first visit to India.

“All of them were keen to do business and we hope in terms of orders a volume of about \$25 million could be achieved. It’s a good beginning and this would pave way for bigger exports in future” said **Tapan Chattopadhyay**, ED of CAPEXIL.

David Duenias of Mody Ceramics Import & Marketing, Tel Aviv, Israel said currently he was importing ceramic tiles and sanitary ware from China, Italy, Turkey and Spain. “I want to give the best to my customer and I have come to India with a lot of hope. But I am also looking for wooden tiles. The wooden

tiles manufactured by Kajaria are a world class product and I would like to get supplies from India. The Chinese products are a little cheaper, but when you compare quality, I feel India enjoys an edge. I am hopeful of doing good business with India,” he said.

K Jennifer from Kampala, Uganda has been importing Indian tiles and sanitaryware. But a visit to CeraGlass has opened her eyes. “I did not know there is so much variety to see and the array of products and the prices have given me new options. I would order 20 containers straightaway. But this is just a beginning,” said Jennifer.



What they said.....

Nice show, would really help in our planned foray into vitrified tiles which we plan to launch in a year’s time. Excellent show put up.

.....K.K.Rathi, CMD, Rathi Group

Jaipur is a very important destination to show the range of all handmade and machine made ceramics. Over the years, such an event will give tremendous boost to both artisans and industry. Congratulations to those who had the vision to host and Govt. of Rajasthan.

.....Suresh Neotia
Chairman, IICD Jaipur

Good show! Industry has a lot of expectations for the future from it.

.....R H Upadhyaya, Commissioner, Industries, Jaipur

Excellent organized, good theme presentation & participation, generated a lot of enthusiasm in the sector in Rajasthan.

.....Purushottam Agrawal, Commissioner
Bureau of Investment Promotion

A very good beginning in the area of ceramic and glass. I’m sure this great beginning will take the industry to great heights. Felicitations to the Govt. of Rajasthan & CII for putting it together.

.....Rathi Vinay Jha
Former Secretary, GOI

Great start - like they say “ Good start is work half done” I’m sure that going forward CeraGlass will be an event people will look forward to.

.....K.Srinivasan
Carborundum Universal Ltd

The scale of CERAGLASS 2010 is huge and I hope to increase my clientage, distribution network and get bulk orders.

.... Ramesh Kumar, CEO, Premier Group

Good show. For sure will grow further in coming years.

.....Neelima Hasija
Designer, NID Paldi, Ahmedabad

Participating nations: 14
No. of importers: 28
No. of exporters: 48



Ministry of Commerce & Industry
Government of India



Government of Rajasthan

RIICO
The Industrial Catalyst



Confederation of Indian Industry
Since 1895





Confer to Prosper

Innovative trends and Applications of Ceramic Tiles, Sanitaryware, Glass and Allied Industry.

The ceramic and glass industry is witnessing a sea change due to advent of new technologies and environmental concerns. This was the view that emerged from the international conference.

Shreekant Somany, Chairman, CII CeraGlass India 2010 said

Ceramic products were used in ancient India, but with the advent of new technology, these have new meanings - tiles that are green, hydrophobic, antibacterial, antistatic and glass products that have different attributes relating to energy conservation etc.



Anil Kaviraj, Advisor, H&R Johnson focused on conservation as energy costs constituted about 35 to 50% of production cost. This could be done by using LNG, gasifiers and gas turbines. New deep size kiln were also available now to economize production. On government support, he spoke about reduction in VAT, incentives for new efficient technology and machinery and some restriction on the import of tiles.

Samir K Ghosh, ER, CAPEXIL dwelled on the global scenario which grew from \$19.8 billion to \$41.3 billion between 2001 to 2008 with China occupying first place. Though India occupied eighth place, its share in trade was only 2.5%. Appropriate government policies were needed to fully harness India's potential.

S N Eisenhower, Director Operations, Saint Gobain emphasized that development should not be at cost of environment. He elaborated about the CII taking steps to rate companies according to green compliance in near future and government measures to be taken in this regard. **Sajjid Ali Khan** and **J P Dave** from Progressive Enterprises gave a detailed account of immense reserves of minerals owned by their company and the new technology used there. **Paritosh Modi**, ITW India Ltd explained about air plus and paper plus cushioning and their business and environmental advantages.

Business Opportunities

The Ceramics and glass industry is expected to grow at a pace of over 15 percent per annum and the industry should gear itself to train skilled persons to cope up.

Dr. Purushottam Agarwal, Commissioner, Bureau of Investment Promotion: Rajasthan enjoys a pre-eminent position in raw material as almost all the raw material like felspar, gypsum, china clay, ball clay required are located in abundance in the state. There should be a cluster of manufacturing bases in the state to make good use of these.

Dr H S Maiti, Senior Advisor, CSIR presented a scientific perspective. The per capita requirement of glass in India was .3 square meter, very low as compared to five to seven square meter in Europe. But the deficit could be wiped out as there is shortage of 20 million square feet in housing. The boom in automobile, construction and IT industry would also enable the glass and ceramic industry to grow.

Swapan Guha, President, Indian Ceramics Society: Rajasthan is also a leader in bone china and growth of the energy sector would pave way for manufacturing of insulators. Stress should also be on porcelain tableware. Srilanka and Bangladesh are leading manufacturers while India is a non-producer.

Rajendra Bhanawat, MD, RIICO: All efforts will be made to set up the hub at Ghilot fully developed by RIICO so that the manufacturers would find it easy to invest in the state.

Sessions on investment opportunities and best practices were also held.



Round Table on Refractories in Steel Sector : India can be the R&D hub

Dr A K Chattopadhyay, Chairman, Refractory & Allied Products Expo & Managing Director, Tata Refractories Ltd, stated that as the steel production and consumption is rising, there is a great future for the refractory industry in India.

Dr P R Soni, Dean (Academics) MNIT, Jaipur, stated that today modern refractory materials are capable of serving the most severe steelmaking conditions. The need is to synergize technical and growth trends.

R Rajagopalan, Senior Vice President, Carborandum Universal Ltd. said, "The picture is not as rosy as it looks. The refractory industry has recently faced difficult times because of the global economic crisis and continuous pressure from customers for higher quality, longer lasting and cheaper products."

S C Swain, AM Marketing, OCL India briefed about an innovative dephosphosizing process in hot metals, but the general feeling at the round table was that not enough work is being done for R&D in India.

Atanu Pal, Chief - Refractories Technology Group, TATA Steel said that given the availability of the kind of environment, manpower and raw material, India could lead the world in R&D especially in this field.

The Roundtable concluded on a positive note with the representatives agreeing to work for synergizing technical and economical growth.



New products, newer applications

Bringing together the big and the emerging players is the dedicated exposition on technical and advanced ceramics.

'Bringing life to innovation'- the **Shree Chitra Tirunal Institute for Medical Science & Technology**, Trivandrum mainly focuses on the indigenization of biomedical products, tools and equipment. Oral insulin drug delivery system is one of their unique product developments. Soon to be commercialized, it will surely bring smiles to diabetics!

A new high performance, environmentally compatible, regenerative combustion heating system has been developed by **Shree Ceramics** which simultaneously maximizes exhaust gas heat recovery and NOx emission. This new comb will have newer application areas such as aluminum smelting furnaces, holding furnaces for brazing, thermal treatment furnaces, molten steel ladles, ceramic hearths and waste incinerators, reactors.

IFGL Bio Ceramics, a Kolkata based company, is a producer of synthetic bone substitutes. Not only helping people to stand on their feet literary, but also beautifying their looks through artificial eyeballs, they make a difference in the lives of many.

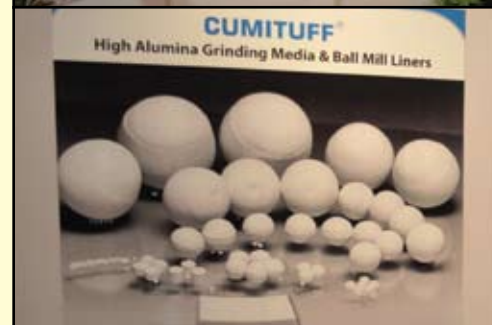
In the refractory and allied products category, **Carborundum Universal's** industrial ceramics division is showcasing a wide range of alumina and zirconia based products. Their Cunituff Ceramic segments are used for armour applications and bullet proof jackets.

The global pioneers **Almatis** have a new product range – Tabular alumina T 60/ T 64, unique for its hexagonal tablet shape- surely an aggregate choice in unshaped and shaped high performance refractories.

Get floored!

Somany Ceramics Ltd. has exhibited one of the most exquisite domestic and imported tile collections through state-of-the-art mock-up displays. Prominent amongst them is India's first ever patented veilcraft technology tile; a specially treated tile with coating that protects it against abrasion, scratches and stain.

CeraGlass 2010 also saw the launch of Glazed Vitrified Tiles with Duragres brand.



Colourfully Glazing the Ceramic Industry

Hopewell Ceramics is concentrating both on manufacturing and services relating to ceramics stains and glaze provision. Located in Jaipur, the company is one of the biggest manufacturers of ceramic colors in India and has recently started coloured glazing for insulators.



"CeraGlass India 2010 is the first of its kind initiative in India and we look forward to utilize this platform to the fullest. We are getting enquiries and are hopeful of converting them into business leads", said Debasis Das, AGM, Operations.

Rajasthan - the new emerging glass hub

Sharing their business expansion views, industry is seeking government support in terms of land and natural gas. **Saint Gobain**, the global player is here with their

What players from the Glass Industry said.....

- Rajasthan is coming up as a glass hub and CeraGlass India is the right kind of platform to promote this upcoming industry.
- Being a first time show, CeraGlass India 2010 is quite good and hope that this will prove to be a great show in the times to come.
- Glass manufacturers, both big and small, want to expand & come to Rajasthan for setting up units.
- Expectations from Govt – Want land and gas inputs and propose a SEZ.

wide range especially in solar control and interior decoration glass. It has made an investment of Rs 1000 crores and has taken up 140 acres of land at Bhiwadi. The final model of the Development Centre which will create upto 2500 jobs has been unveiled at CeraGlass 2010.



HNG has diversified into float glass and will be making an investment of Rs 4000 crore for setting up 2 float glass units & 3 container glass plants in Rajasthan.



"**Ridhi Sidhi Glasses** enjoys the privilege of being first of its kind industry providing services to approximately 90% of the mega projects in Rajasthan", said Vipul Shah, MD. The company processes products of Saint Gobain and Hindustan National Glass into toughened glass. They will put up a laminated glass plant in Rajasthan in 2011.



ITW India Ltd: "This is a perfect platform for us to introduce new products in the markets- PAPERplus which is a dependable paper system for cushioning, filling, blocking and bracing; ITW Reddi – Pac specifically for the Glass Industry that helps prevent product damage that can occur during shipping and handling", said K V Raghu Kumar.



Studio Pottery – Technology & Innovation Redefined

Studio Potters from Delhi have come up with very lively and vibrant designs of decorative pottery. The uniqueness of the products is durability and quality finishing with exclusive touch of modern art. High temperature clay of 1280 degrees is used to add these features to the studio pottery. Each piece of the artwork is handcrafted and exclusive in itself. "Unlike the mass based ceramic products, our products are hand-made and each piece is unique," stated Dipti Gupta. "Although our raw material is also clay, but the similarity stops there. Our processes are more varied and we also create the product in much higher temperatures," added Supriya Kanwar, part of a group of Delhi Potters.



The group included Monika Agnihotri, Neeru Bhargava, Dipti Gupta, Debashish Das, Manisha Bhattacharya and Ela Mukherjee, all independent potters who had formed a group and displayed their products jointly.

Studio Potters are adding new dimensions to the Ceramic Haat with a vivid range of artwork from various artists from the national capital.

Quote-Unquote

Very nicely held although it is the first occasion. The response shows potential opportunities for trade, business and investment in this sector.
.....S.N. Eisenhower, Saint Gobain

This is a remarkable opportunity for us to showcase our products and services, all under one roof. I have been getting business queries from Indian as well as international buyers. I hope that Cera Glass will continue unveiling the dynamic potential of Indian ceramic industry in the years ahead.

.... Manu Khosla, Floorex Tiles



Students show entrepreneurial spirit at CeraGlass India 2010

A group of students from Pali in Rajasthan, Murtaza, Tausif and Akshay, are becoming a source of inspiration not only for the fellow delegates but also students of local colleges.

These students of Global Institute of Technology, Jaipur have taken a stall, Afifa Fragrance, where they are selling products of Dubai fragrance giant Ajmal, Kuwaiti company Al Maliki and other products. "We are here to learn lessons on entrepreneurship, industry and the corporate world as a whole," says Murtaza

"We proposed a low-cost sales strategy to their marketing team based at Dubai and they reverted to market their products," informs Akshay, a student of B Tech Engineering. Not only this, the trio also underwent an entrepreneurship program at Mumbai, courtesy Ajmal perfumes.

Sharing their sales strategy, Tausif says, "The youth segment is a major clientele. We have 20-25 students as our representatives in local colleges. We announce our sales campaign via canopy activity and online through Facebook, Orkut and even Waytosms.com updates."

The trio is now expanding their horizons to western countries also. Germany's Simirize and UK based Wangnoo Group of Handicraft have expressed interest.

Glimpses

