



ACIMAC

Association of Italian Manufacturers of
Machinery and Equipment for Ceramics



ACIMAC

COMUNICATO STAMPA

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Acimac kicks off its 2020 promotional tour

The Italian Ceramic Machinery and Equipment Manufacturers' Association is back on the starting blocks to promote Italian technological innovation worldwide.

Encouraged by the Italian companies' extensive participation in the major international trade fairs selected by the association in 2019, Acimac has decided to repeat its efforts to promote Italian ceramic technology in the most promising international markets in 2020.

India, Brazil, Russia, China, USA and Vietnam are the countries where Acimac will concentrate its upcoming internationalisation initiatives with the support of the Italian Trade Agency ITA.

The Italian pavilion remains a highly effective format that allows foreign buyers to meet companies in a single exhibition space and discover a wide range of offerings.

The tour will begin with **Indian Ceramics Asia**, India's most important exhibition of suppliers to the ceramic tile, sanitaryware and brick industries to be held from 3 to 5 March in the new exhibition centre in Gandhinagar, in the Gujarat region.

Immediately afterwards, Acimac will head to Brazil for the exhibition **Revestir** (10-13 March), followed by **Mosbuild** (Moscow, 31 March - 3 April) and **Uniceramics Expo** (Foshan, 17-20 April), while this year's appointment with **Coverings** in the United States will be held in New Orleans from 20 to 23 April. The next country in the spotlight will be Vietnam, one of the most dynamic markets in the ASEAN region, with the event **Vietnam Ceramics** to be held on 26 and 27 August in the *International Centre of Exhibition* (I.C.E.) in the splendid city of Hanoi.

The magazine **Ceramic World Review** will feature content tailored to the various markets and will be distributed in the Acimac institutional lounge. For the exhibitions in India, Russia and China in particular, the magazine will as usual be translated into local languages (Hindi, Russian and Chinese).

The association's promotional campaign will culminate at **Tecnargilla**, the world's most important exhibition for the sector to be held in the Rimini exhibition centre from 28 September to 2 October, where the Italian machinery manufacturers will welcome customers from all over the world.