

KERAMIKA 2015: A Window For Indonesian Ceramic Industry

Indonesian Ceramic Industry ready to compete in quality and technology with foreign products in the era of globalization

JAKARTA, DKI JAKARTA, INDONESIA, March 12, 2015 /EINPresswire.com/ -- JAKARTA, 12 March 2015 – The Indonesia Ceramic Industry Association (ASAKI) Cooperating with Reed Panorama Exhibitions (RPE) continue to bring hundreds of industry player and its supporting industry in one event “[KERAMIKA 2015](#)”. The event will be held from 19 to 22 March 2015 at the Jakarta Convention Centre, open for public starting from 10 a.m. to 8 p.m.



Reminiscing to its journey four years ago, KERAMIKA aims to promote the Indonesian ceramic industry for the domestic and export market. With abundant supply of raw materials combined with the latest technology has made Indonesia into the top 5 producers of ceramics in term of production capacity and the usage of ceramics per capita, among side China, India, Spain, and the others.

Based on that fact, the reaffirm its existence with making the ceramic industry closer to the community through KERAMIKA. As the only exhibition in the South East Asia region, the public can directly witness the development of the Indonesian ceramic industry in term of quality, technology, and also design. Reflecting on that it's not an exaggeration for KERAMIKA to be a WINDOW FOR INDONESIAN CERAMIC INDUSTRY.

Entering its fourth year, the support to KERAMIKA is increasing from the business players and the market itself, this is reflected from the increasing interest from the business players to display their best products and also the increasing interest from the public to visit the event. In 2014 more than 26,000 visitors that consisted of the industry players and the public, such as architect, engineering, property developer, and homeowner, had visited the event.

Elisa Sinaga, Chairman of ASAKI Said that KERAMIKA plays an important role in supporting the growth of the ceramics industry in Indonesia, where KERAMIKA is the main stage for all the ceramic producers in Indonesia to promote their best products to the domestic and international markets and showcase the latest development of design and technology. And as a window for the industry through the exhibition the business players from domestic and international market can see the potential that can be an opportunity for both parties and also a medium to exchange information about the development of the ceramic industry.

On the other side James Boey, General Manager Reed Panorama Exhibitions said that the success of holding KERAMIKA every year has made the event as a benchmark for the development of the ceramic industry, especially for building material and architecture service in Indonesia, similar to the previous year KERAMIKA also held in conjunction with [MEGABUILD INDONESIA](#) to complement each other so that the visitor can make the grand exhibition as a “one stop solution” for the needs of a home, building, and other construction projects.

Mulyadi Toha as the Chief Executive of KERAMIKA adds that KERAMIKA 2015 expected to draw the attention from more than 30,000 visitors or increased 15% from last year, so that it can increase the transaction in the exhibition.

Mulyadi also explained that KERAMIKA is an important event and has positive impact for the industry, where the event not only bring together the producer with the architect, developer, contractor, and retailer, but also become an event where the supporting industry from overseas, such as Italy, China, Spain, America, and others to introduce their raw materials or machine with the latest technology to the producers. For that matter many of the best expert from overseas has scheduled their visit to KERAMIKA, to observe the industry needs and also showcasing the latest technologies to the industry players in Indonesia directly.

KERAMIKA 2015 combines a showroom and a medium for education and information for the industry players and the visitors, for that matter this event will be provided with various programs that can increase the knowledge, especially regarding ceramic such as the KERAMIKA Forum, Product Presentation, Ceramic Design Competition and much more. KERAMIKA Forum is a program that can be a solution for various issues that developed in the ceramic industry, this forum will discuss the energy saving technology solution, design development, distribution process and logistic from the ceramic industry.

Occupying a 7,500 m2 area, KERAMIKA 2015 will bring the big names from ceramic producer in Indonesia and the supporting industry from domestic and international market such as ARWANA, CENTRO, INDOGRESS, KANMURI, KIA, MULIA, MILAN, NIRO, ROMAN, TOTO, SYSTEM, TORRECID, COLOROBIA, ESMALGLASS, FERRO, M-CLAS, ACIMAC and much more, as the other countries that will take part in displaying its product and service are Italy, China, Spain, Malaysia, Thailand, Greece, United States and Germany.

Different than KERAMIKA in the previous years, in KERAMIKA 2015, the visitor can see various products of Indonesian ceramics with sizes and shapes that are unusual or a new trend, aside from decorative tile that can be printed in flat or non flat surface with motives such as natural stone, wood, bamboo, and others. While from the supporting industry, KERAMIKA 2015 aimed as the place to launch the new products whatever its machine or material and also information about the development of the technology in the future.

“Specially for the media”: as a trade and industry show, KERAMIKA 2015 realized the importance of the media in delivering the whole information about the industry development from the exhibition area, for that matter to make it more convenient for the media in doing its job the organizer has prepared a media lounge area that equipped with WIFI networks and also for the media who want to meet sources from the industry, the organizer will facilitate the media for one one one interview in the interview room in Hall B. List of sources can be seen at the attachment of the release.

So for the industry players such as distributors, ceramic agent, property developer, architect, interior design or manufacturing, KERAMIKA 2015 event is a exhibition that essential to be visited and don't miss the best chance to meet directly with the producers to create the best value for your business.

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