

International Exhibition on **CERAMICS**

CERAMICS AFRICA International Exhibition on Ceramic

04 05 06 MAY 2022
KICC, NAIROBI, KENYA

POST SHOW REPORT

Organized By

**Radeecal**
communications

Principal Sponsor

**MODERN**
Tiles



www.ceramicsafrica.com



INAUGURATION

Ceramics Africa 2022 International Exhibition and Conference on Ceramics Industry was organized during **04th to 06th MAY, 2022 at Kenyatta International Convention Centre (KICC), Nairobi, Kenya**. This was the 1st edition which was successfully concluded on 06th MAY, 2022. **Radeecal Communications** organized this exhibition.

Morden Tiles-Uganda Was **principal sponsor** of exhibition. It was supported by Morbi Ceramic Manufacturers Association, Association of Italian Manufactures of Machinery and Equipment for Ceramics (**ACIMAC**), Architectural Association of Kenya (**AAK**), Kenya National Chamber of Commerce & Industry (**KNCCI**), Town and Country Planners Association of Kenya (**TCPAK**), Gulf Countries Cooperation Chapter (**GCCC**).

The Exhibition was inaugurated by **H.E. Dr. Virander Paul** - High Commissioner of India to Kenya; **Mr. Mairura Omwenga** - Chairman of Town and County Planners Association of Kenya (TCPAK); **Dr.Chandresh Agarwal** - Honorary Secretary -General-GCCC Chapter; **Mr. Sanyal Desai** - CEO, Radeecal Communications .

Ceramics Africa 2022 has witnessed around **4,500+ visitors** from entire Africa and Abroad. This dynamic event on Ceramic Industry like Floor tiles, Wall tiles, Vitrified Tiles, Sanitary tiles, Bath wares, Bath fittings, Plants, machinery and equipment's for ceramic tiles, sanitary ware, tableware, heavy clay, Ceramics Technology and Raw materials more products.



IMPORTANT FACTS & FIGURES

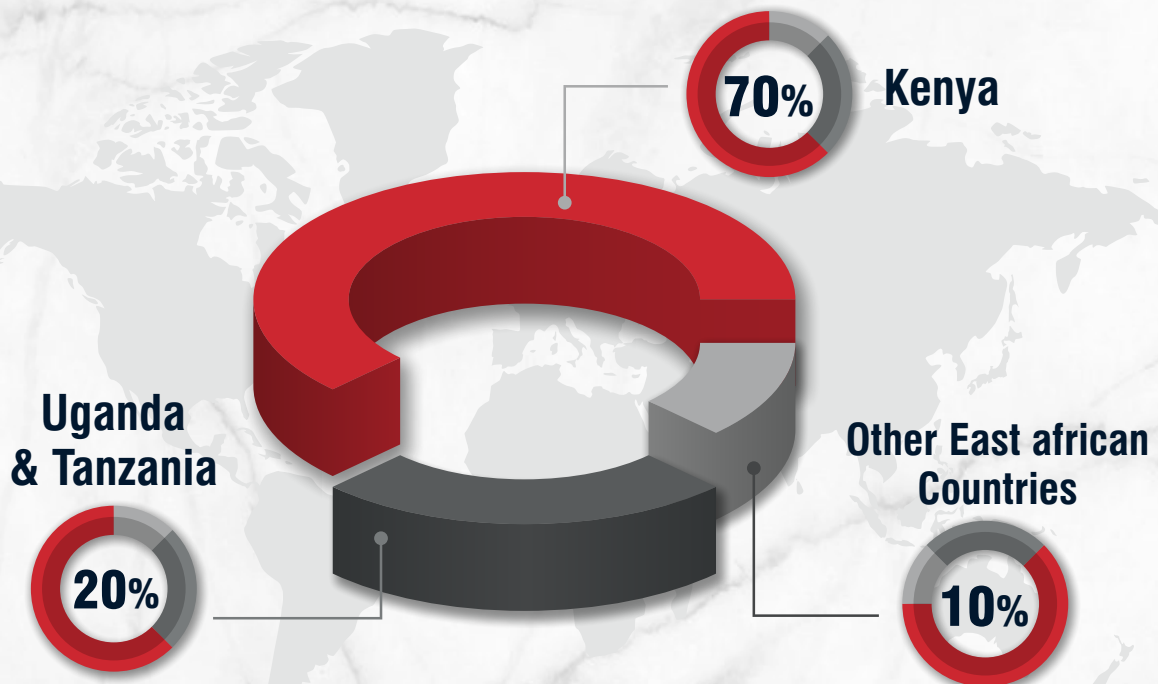
100+

PARTICIPATING
BRANDS

4,500+

TOTAL NO. OF
VISITORS

VISITORS FROM COUNTRIES



MEDIA PARTNER



GLIMPSES OF CERAMICS AFRICA 2022



GLIMPSES OF CERAMICS AFRICA 2022



PRINT MEDIA PROMOTION



Missed the ceramics expo?

BY DUDLEY MUCHIRA

The building and construction industry is an important pillar in a country's economy, with the sector contributing 7.1 percent to Kenya's GDP in 2020. Whether in residential or commercial development projects, there is one key product whose power to grow this sector is easily overlooked despite being one of the major imports in the industry: ceramics.

Although generally used in bathrooms and kitchens, ceramics is an element of interior design with versatile uses, and can be incorporated in any room. The wide variety of ceramics from affordable ones to high-end premium products means it serves a wide pool of needs and clientele, therefore making it critical in house finishes and interior design.

It is this realisation that saw Sanyal Desai, the CEO of Radeecal Communications, in collaboration with key players in the industry, organise the maiden Ceramics Expo held at the KICC in Nairobi last week. The expo sought to bring together producers of various raw materials used in production of ceramics, makers of machinery used in the production, ceramics manufacturers as well as retailers, within and outside the country.

"Africa remains a major importer of ceramics," notes Mr Desai. "In 2018 for instance, total tile consumption in Africa reached 920 square miles, but local production for the same year was only 600 square miles. This means there is a deficit in production, that was what we were aiming to highlight."

He explains that choosing Kenya to host the maiden expo was strategic as it is an economic power hub, and the gateway to East Africa. He also adds that if embraced, ceramics production can foster economic growth as well as create employment in the region.

Ashish Monpara, the Director of Modern Group, which owns Modern Tiles, the first ceramics production company in East Africa based in Uganda, agrees with Desai's sentiments. "As ceramics production is labour intensive, just setting up one plant has the potential to create direct employment for 200 people, and indirect employment for 300 more involved in the chain system from production to the consumer."

Monpara adds that there are some major advantages of using ceramics in interior design, whether one is going for an elegant but still affordable look, or a more sophisticated premium look.

Easy cleaning and maintenance

Ceramic tiles are easy to clean and maintain. This makes them ideal for rooms such as bathrooms. Cleaning them will be as easy as just using a damp cloth and detergent, and unless subjected to huge amounts of force such as hammering, they are not easily damaged, and require minimal maintenance, saving on costs.

Resistance

Besides being suitable for wet areas such as bathrooms and sinks, ceramic tiles are also resistant to sudden changes in temperature, friction or heavy traffic. For this reason, they are a perfect solution for your kitchen.

As they come in a variety of textures and colours, you can also use them to liven and brighten up your kitchen, and give it character.

DOOR TO DOOR PROMOTION



SOCIAL MEDIA PROMOTION

Ceramics Africa
5 May at 08:16 · Instagram · 🌐

Curtains raised for the much awaited Ceramic Africa exhibition ,2022
2 days left to visit!!
@india_in_kenya #ceramics #ceramicsafrica #ceramicsexhibition




THANK YOU FOR VISITING
CERAMICS AFRICA
International Exhibition on Ceramic
AND LOOK FORWARD TO SEE YOU AT 2023

14

Granicer Ceramica Indiana
6 May at 17:44 · 🌐

Granicer was a part of Ceramics Africa 2022 where we showcased our magnificently versatile range of ceramic tiles!
#Granicerceramicaindian #ceramicsafrica #ceramicsexhibition #kenya #ceramics #tiles #nairobi ceramics #southafrica #ceramicsexpo #ceramicsafrica2022



31 16 shares

Ceramics Africa
5 May at 07:50 · Instagram · 🌐

Mr Mairura Omwenga, chairman of town and county planners association, Dr Virander Paul, High commissioner of India to Kenya, Mr Sanyal Desai, CEO of Radeecal communications and Mr Chandresh Agrawal, MD Middle East and Africa of IMERYS Ceramics
At Ceramics Africa exhibition 2022 @kicc_kenya @india_in_kenya ... See more



1

Jeel Sutariya
5 May at 13:12 · 🌐

#lasacera #kenya #ceramicsafrica #exhibition #moroccantiles #walltiles #architectural #surface #builders #interiordesign #bathroomdesign #kitchendesign #decor



322 25 comments 2 shares

Ancora Ceramica shared a post to the group: ceramic material export&import.
5 May at 10:17 · 🌐



Ancora Ceramica
5 May at 10:17 · 🌐

CERAMICS AFRICA 2022 #ancoraceramica #ANCORA #Nairobi #CERAMICSAFRICA #KENYA #Sanitaryware #vitrifiedtiles #makeindia

SOCIAL MEDIA PROMOTION

Ceramics Africa
5 May at 07:59 · Instagram · 🌐

2 days left! Still enough time for you to visit and interact with manufacturers in leading ceramics industry at the KICC
#ceramicsafrica #ceramicsexhibition @india_in_kenya

4

Ceramic Focus Magazine
4 May at 11:13 · 🌐

Ceramics Africa
Date: 04 – 05 – 06 May 2022
Venue: KICC, Nairobi, Kenya
We are ready with absorbing opportunity to expand Indian Ceramic Industry.
Collect Your Free Copy!!!
Booth No: 52... See more

5 2 shares

Specto Tiles shared a post to the group: **Innovative Tiles Specto**
6 May at 19:28 · 🌐

Nobel Wall Tiles / Specto Ceramics is in Kenya
6 May at 19:23 · 🌐
Specto Ceramics in Ceramics Africa Exhibition.
Ceramics Africa
Radeecal Communications
... See more

20 1 comment 2 shares

Bhupesh Kapoor
4 May at 14:15 · 🌐

Avalta Granito is with Nikul Sherasiya and 5 others in Nairobi.
4 May at 14:09 · 🌐
We invite you to visit our Stall in **Ceramics Africa** Exhibition in Kenya.
We are ready with the Latest collection of Tiles.
Booth Number: 42
#AvaltaGranito #Til... See more

7

LASA CERA PVT LTD
460 followers
3w · 🌐

+ Follow

One step ahead to grow our market in african contries. We successfully did exhibition in kenya, and recieved overwhelming response from african community. ...see more

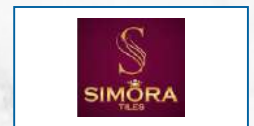
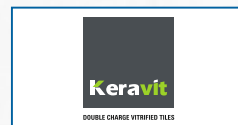
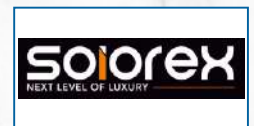
10 1 comment

Ceramics Africa
19 April · Instagram · 🌐

You are invited to Ceramics Africa Exhibition, 4th to 6th May @kicc_kenya
Please Dianize 📸 See you there!
#ceramics #ceramicsexhibition #kicc

5 5 shares

PARTICIPATING COMPANIES



Thank You!

Organized By



Principal Sponsor



Supported By



Morbi Ceramic
Manufacturers
Association



ACIMAC
Association of Italian Manufacturers of
Machinery and Equipment for Ceramics



Gulf Countries Cooperation Chapter
(UAE, Saudi Arabia, Oman, Qatar, Bahrain and Kuwait)

We look forward to see you at



International Exhibition on Ceramics

25 26 27 SEPTEMBER 2024

Gallagher Convention Centre, Johannesburg, South Africa