

*First edition of Ceramica West Africa 2019: International Ceramic, Bathroom & Kitchen Exhibition which is organized by Elan Expo took place on 27-29 June 2019 at Landmark Centre at Lagos, Nigeria.*

***The sector is waiting for the 2<sup>nd</sup> Ceramica West Africa; Ceramics, Bathroom & Kitchen Exhibition which will be held between the dates of 6-8 October 2020 at Landmark Centre at Lagos, Nigeria.***

After the successful first edition of the Nigeria Ceramica Expo the companies are waiting for the 2020 edition to expand their business scope. At the beginning of the story, Nigeria Build Expo specialized its adventure with construction and building hall. During the 4 years experiences of Nigeria Build Expo; ceramic companies have participated in the Construction & Building hall, on 2019 due to high demand from ceramic companies Elan Expo decided to open a special hall for the Ceramic companies. **Ceramica Expo 2019** gathered many the key buyers and manufacturers of the products like ceramic surfaces, wallpapers, wood flooring, marble, stone, bathroom furnishings, brick, sanitary ware and tile.

***“Investment demands at the Nigerian Ceramic Industry is annually increasing”***

West Africa’s richest country Nigeria has sufficient amounts of Ceramic raw materials. Although Nigeria is rich in the ingredients of Ceramic Production, there is huge lack of Ceramic processing industry. Local companies look forward to do business with international companies. For the purpose many local sectoral leaders; **CDK Industries Limited, Dofas Technical Nigeria, West African Ceramics LTD., Royal Engineered Stones LTD. Roca Bathrooms, Luxell** and more attended the Ceramica Expo. Ceramica West Africa Expo is an unmissable opportunity to enter Nigerian Ceramic market because over 800 thousand dollars is being spending annually for the **Ceramic, Kitchen, Bathroom, Sanitary, Marble, and Stone products in Nigeria**. National Pavilions from China, Egypt and India also attended the expo with various companies to seize the opportunity.

***Increasing demand for Nigerian Ceramic Market proves that Nigeria is the best for the Ceramic, Kitchen, Bathroom, Sanitary, Stone, and Marble Industry investments!***

Nigerian Officials and Associations also thought that the exhibition is very beneficial for Nigeria. With the event some demands for the investment in the Ceramic Industry of Nigeria will satisfy. Due to the reason many local associations supported the first edition of Ceramica Expo as **ACAN** (Association of Consulting Architects of Nigeria), **APWEN** (Association of Professional Women Engineers of Nigeria), **ACEN** (Association for Consulting Engineering in Nigeria), **NICE** (Nigerian Institution of Civil Engineers), **NIOB** (The Nigerian Institution of Building) and **NSE** (Nigerian Society Engineers).

The marketing process of the Ceramica Expo was aroused interests of local and international investors, companies, traders, and the other sectoral stakeholders. The exhibition is supported by some international associations and online portals. **ACIMAC – The Association of Italian Manufacturers of Machinery and Equipment for the Ceramic Industry** is the industrial supporter of the event. Local and international media partners such as **Ceramic India, Connect Nigeria, Africa Buildmart, Build Avenue, Construction Plant World, NigeriaGalleria** , and sectoral, regional and international magazines such as **Ceramic Focus Magazine, Malimbe, Nuveo Azulejo and ALU&Art** published marketing information of the Ceramica West Africa Expo.

# INTERNATIONAL CONSTRUCTION SUMMIT/IBC Show 2019

**CERAMICA WEST AFRICA 2019: Ceramic, Bathroom & Kitchen Exhibition** and also the concurrent exhibition **4<sup>th</sup> Nigeria Build Expo** hosted a series of educative sessions during the three day period from 27 June to 29 June 2019: **International Construction Summit/IBC Show 2019**. These seminars served as the educational workshops for attendees. The summit hosted VIP speakers from top industry bodies and companies and they shared their know-how and vision on the Building, Construction and Ceramic world. On the other hand, it was perfect platform to communicate experts and attendees which is the main target of this activity.

## ***THE SCOPE OF THE EXHIBITION IS EXPANDING WITH ALWINDOOR EXPO AND MEGAHORECA EXPO!!!***

Mr. AY mentioned that “After the success of the new Ceramica Hall and some requests from the firms for other special halls for **Aluminum, Window & Door Industries and Hotel, Restaurant & Café Equipment Industries** we decided to open new halls; **ALWINDO Expo; Aluminum, Window & Door Exhibition and MEGAHORECA Expo; International Exhibition for Hotel, Restaurant & Café Industries on 2020.**

## **SAVE THE DATE!!!**

**2<sup>nd</sup> CERAMICA WEST AFRICA EXPO** which provide perfect interaction to all sector; Ceramics, Bathroom & Kitchen Equipment, Marble, Tile, Floor Covering, Stone & Stone Equipment & Machineries, Wood Products, Decoration, Furniture and Glassware **will take place between the dates 6-8 October 2020 with the concurrent exhibitions as 5<sup>th</sup> NIGERIA BUILD Expo, MEGAHORECA Expo and ALWINDO Expo at Landmark Centre at Lagos, Nigeria.**

## **ABOUT ELAN EXPO**

**Elan Expo** was founded in 1997 and now manages over 30 market-leading B2B events in up to 8 countries each year. Headquartered in Istanbul, Turkey, it is currently active in **Nigeria, Tanzania, Iran, Azerbaijan, Kenya, Morocco, Iraq, and Algeria.**

**Elan Expo's** operation is active in exhibitions with the multiple sectors such as **Real Estate & Investment, Construction & Building Materials, Furniture & Decoration, Food & Agriculture, Beauty & Cosmetic, Fashion & Textile, Healthcare & Medical Products, HVAC, Landscape & Urban, Municipality & City Planning, and LED & Advertising.**

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