

CERSAIE

BOLOGNA ■ ITALY

Press Release

The organisational efforts for Cersaie 2013 are in full swing: the show maintains its international appeal

With seven months still to go before the 31st International ceramic tile and bathroom furnishing exhibition Cersaie opens in Bologna, the show's organisational efforts are in full swing and bringing the first very positive results.

Cersaie's universal appeal for the two represented sectors is confirmed once again this year by the number, profile and international scope of the exhibitors. By the end of February, more than 97% of the space set aside for the ceramic tile sector (a total of 11 exhibition halls) had been booked with companies from all over the world already on the waiting list. The importance of Cersaie for the bathroom furnishing sector is likewise confirmed by the numbers and increasingly international profile of exhibitors.

Following last year's success, the Tiling City initiative will be back with an even larger demonstration area for the latest floor and wall tile installation techniques.

"The levels of participation reached seven months before the start of the show demonstrates the international importance of Cersaie and its role in providing a positive response to the difficult economic situation," commented Confindustria Ceramica's chairman Franco Manfredini. "Bringing the first day forward to Monday while maintaining the established five-day duration has the aim of increasing the time available for promoting relations between international industry professionals, our show's target audience."

The international ceramic tile and bathroom furnishing exhibition Cersaie will be held in Bologna from Monday 23 to Friday 27 September.

Alongside the presentation of new products and trends, Cersaie will also serve as a meeting place for retailers and tile fixers from all over the world.

The Federation of European Tile Fixers' Associations EUF has confirmed that it will be taking part, as has the German retailers association VDF.

VDF and Confindustria Ceramica have reached an agreement for closer cooperation in the German market, beginning this year with a press campaign aiming to increase ceramic tile's market share by focusing on its aspects of excellence such as "living healthily with ceramic tile" and "saving energy with ceramic tile".

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SALONE INTERNAZIONALE DELLA CERAMICA PER L'ARCHITETTURA E DELL'ARREDOBAGNO
INTERNATIONAL EXHIBITION OF CERAMIC TILE AND BATHROOM FURNISHINGS

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