

# Something for everyone at ceramics fair

An important international gathering for specialists who want technical exchanges and business opportunities

By WANG QIAN

Businesspeople and ceramics industry analysts will find plenty to get excited about

and plenty of opportunities at an international ceramics exposition in the city of Zibo, Shandong province, in September.



The Zibo International Ceramics Expo is an important place for industry insiders from around the globe to meet.



Zibo's ceramic products have been used in the Great Hall of the People, the Diaoyutai State Guesthouse, and Zhongnanhai — China's central government complex.

The city is seen as a leader in China's porcelain and ceramics business so it is expecting folks from around the world, for the 11th Zibo International Ceramics Expo, starting on Sept 6 and running for four days.

The expo is expected to attract more than 1,000 leading ceramic manufacturers at its 300,000-square-meter exhibition hall. It will have about 20,000 examples of high-tech ceramics, porcelain for daily use, ceramics for buildings, and colored and glazed pottery.

The first expo, back in 2001, was sponsored by the China Federation of Industrial Eco-

nomics, China Ceramics Industrial Assoc, China Building Ceramics and Sanitary Ware Association, and China Federation of Logistics and Purchasing.

Because of its increasing scale and large number of exhibits and participants, it has evolved into an important international gathering of ceramic industry specialists, looking for technical exchanges and business opportunities.

Last year's event reported a business turnover of 3.5 billion yuan, 1.5 billion yuan of that from on-site transaction, the local government has said.

This year's event will have a modern ceramics show, fine porcelain-products auction, a culture industry show, an investment and trade fair, a ceramic tile fair aimed at the international market, and a series of cultural and tourist activities.

One major event for the expo, one that will attract ceramic artists from Japan, Canada, the United States and Argentina, is the week-long "wood fire" festival, beginning on September 1, to create works of art on-site.

This is China's only international event of its kind and is designed to give people a taste of traditional kiln-fired ceramic making.

Zibo is a birthplace of Chinese ceramics, referred to as the "northern capital of ceramics", with a history of more than

## EVENTS SCHEDULE

### 11th Zibo International Ceramics Exposition

- Modern ceramics show, Sept 6-9
- Zibo International Convention & Exhibition Center
- 2010 Zibo porcelain products auction, Aug 30-Sept 4
- Zibo Rongbaozhai Mansion
- China Ceramics Hall and "Ceramics Capital" website show, Sept 6-9
- China Ceramics Hall
- Zibo ceramics brand promotion meeting, Sept 7
- National Quality Supervision and Inspection Center for Ceramics and Refractory Materials
- 7th World Ceramic Tile Purchasing Fair, Sept 6-9
- Zibo International Convention & Exhibition Center
- Industrial design and innovation campaign, Sept 6-9
- Shandong Qisheng International Hotel
- Photo show of previous ceramics expos, Sept 6-9
- Zibo International Convention & Exhibition Center Square
- Third Zibo Cultural Industry Expo, Sept 6-9
- Zibo International Convention & Exhibition Center
- Culture and tourist activities, Sept 5-11
- China Ceramics Science and Technology Town Square and other scenic spots

### 10th Zibo New Materials Technology Forum

- Review of achievements of previous forums, Sept 6-9
- Zibo International Convention & Exhibition Center
- New Materials Industry Development Trend Summit, Sept 6-7
- Shandong Qisheng International Hotel
- Experts tour of Zibo, Sept 6-8
- Shandong Qisheng International Hotel and local enterprises
- Zibo International Science and Technology Investment Fair, Sept 6-8
- Shandong Qisheng International Hotel and Fengjing Huating Business Hotel
- Launch ceremony of Shandong Committee for New Materials Development Strategies, Sept 6
- Shandong Qisheng International Hotel
- Signing ceremony of cooperative projects, Sept 8
- Shandong Qisheng International Hotel

10,000 years. Its ceramics industry now covers a wider range, including daily-use ceramics, decorative materials, and high-tech products, and is worth about 10 billion yuan annually. It has at least 150 companies,

producing 850 million pieces of daily-use ceramics annually, putting it in second place in the nation.

The city has its wholesale markets and is a major trading center, with an annual turnover

of 20 billion yuan.

The industry's development has helped the city's economy, with a total output worth 159.5 billion yuan, in the first half of this year, a year-on-year increase of 11.9 percent.

# City of Zibo has its eye on new materials

By ZHAO RUIXUE

Zibo's new materials industry saw robust growth throughout 2010, thanks to the city's effort to develop high-tech industries, especially new materials.

The sector has 561 related enterprises and had an industrial output value of more than 181 billion yuan last year.

Thanks to that, Zibo was declared a New Materials City by the Chinese Materials

Research Society, in September 2010.

Actually, this started much earlier. Back in 2002, the Ministry of Science and Technology had already designated the city as a new materials commercialization and industrialization center.

Now, after almost a decade of growth, Zibo has several new material areas focusing on advanced ceramics, new chemical materials and heat-

resistant products.

In the chemical materials sector alone, it has 188 enterprises with various products, a number of which have the largest market share for their type in China.

Some analysts have said that the city's production capacity for pollution-free refrigerants, plastic agents and fireproof fiber are in the lead in Asia.

What is driving the boom in new materials is a large amount of investment in R&D. The city has 70 research centers and enterprise technology centers, five of them at the State-level and 50 at the provincial-level, as well as 11 post-doctoral research sites.

A number of its companies and institutions own the intellectual property rights to key technologies and products.

For instance, in the ceramics industry, companies have at least 200 patents, three of them at the State-level. The products covered by these patents cover

a wide range, such as the aerospace, defense, and nuclear energy sectors.

The city has cultivated several leading brands, including Huaguang, a leading name in household chinaware.

The Great Hall of the People, on Tiananmen Square, the Diaoyutai State Guesthouse, and Zhongnanhai — the central government complex — have used its high-purity quartz products for several years.

In addition, low-iron glass products from Zibo's Jinjing Group have been used on Trains on the Tibet line and at a number of Beijing Olympic facilities, such as the Bird's Nest and the Water Cube. Its window glasses see wide use in many landmark buildings.

Another contributor to Zibo's new materials development is the annual China (Zibo) International New Materials Technological Forum, which opened in 2002.



Prominent scientist Shi Changxu (left) presenting a plaque to Zibo's Party chief, Liu Huiyan, on behalf of the Chinese Materials Research Society, proclaiming Zibo a 'New Materials City'.

This is a forum for sharing the latest technological innovations and has given both the city's economy and its interna-

tional reputation a great boost.

The last nine forums attracted a large number of academics and industry professionals

from more than 30 countries and, witnessed the signing of 5,155 technological project agreements.



Thanks to its good environment, Zibo has ranked among China's 'garden cities' for many years now.