



PRESS RELEASE

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Ceramics 2011 signals a new era for industry

World leading ceramic companies and trade bodies are to come together for a major conference and exhibition in Stoke-on-Trent.

Ceramics 2011 will take place in the city renowned as the world capital of ceramics and home of the UK pottery industry.

The 10th November event, organised by Stoke-on-Trent City council with the support of major industry bodies, is being billed as the start of a "new era" for the industry and will be a showcase for products and initiatives which are helping to build a sustainable ceramics industry for the 21st century.

To be held at the Britannia Stadium, Ceramics 2011 will build on the success of Ceramics 2010 exhibition which drew hundreds of exhibitors and visitors to the Potteries.

The emphasis for 2011 will be firmly on learning from the experts rather than on a more exhibition focused event as experienced in 2010.

Guests will hear from leading lights in the industry in a series of seminars coverings areas including:

- Training and development
- Supply chain collaboration
- Waste reduction and re-use
- Energy usage
- Controlling water consumption

Ceramics 2011 will also feature exhibition stands from both major companies and up-and-coming designers.

And networking breaks have been planned in to the day's itinerary to allow delegates to renew old alliances and meet new contacts in both manufacturing and the supply chain.

Ceramics 2011 is organised by Stoke-on-Trent City Council and supported by North Staffordshire Chamber of Commerce, CERAM and the industry trade association, British Ceramic Confederation.

Further backing has come from companies including Dudson and Endeka Ceramics.

Councillor Mark Meredith, Stoke-on-Trent City Council cabinet member for economic development, said: "Stoke-on-Trent has a long tradition of producing world class pottery. In 2011 the city known to the world as the Potteries is a centre of excellence, playing host to world-leading innovative manufacturers who develop cutting-edge products.

"Ceramics 2011 is an opportunity to meet the market leaders and to learn from them.

"It is about developing a sustainable future for the ceramics industry, creating jobs and wealth.

"Ceramics 2011 will bring together industry manufacturers and the supply chain network, providing the perfect opportunity to establish new relationships and networks.

"Visitors and exhibitors will access industry trends, knowledge, and best practice across a wide range of specialist ceramic applications including tableware, giftware, sanitaryware, tiles and flags, industrial ceramics, and technical/advanced ceramics."

For further information visit <http://www.a-new-era.org.uk/>

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