

**39<sup>th</sup> National Meeting of the Red Ceramic Industry**  
**Florianopolis, Santa Catarina state**  
**August 24 to 27, 2010**  
**Centrosul Convention Center**

EVENTS	DATES and TIMES
13 <sup>th</sup> Expoanicer (Exhibition of Machinery, Equipment, Products, Services, and Input for the Ceramic Industry)	August 24 to 26, 2010 at 12am / 21pm
Anicer/Senai Technological Clinics	August 24 to 26, 2010 at 09am / 12am
Forum with speeches	August 25 to 26, 2010 at 15pm / 17pm
2010 João-de-Barro Awards and closing party	August 27, 2010 at 21pm
Technical Visits – Companies Ceramic	August-27 at 06am.

**South America's Ceramic in Events**

The Brazilian red ceramic industry is composed of more than 5,500 factories that generate over US\$ 3 billion in annual revenues. This is the stage where the 39<sup>th</sup> National Meeting of the Red Ceramic Industry will take place on August 24-27 in the city of Florianopolis, in the Brazilian state of Santa Catarina.

The meeting is now a reference because of the dissemination of technical knowledge, sector information, anticipation of scenarios, business transactions, introduction of new technologies, and exchange between Brazilian entrepreneurs and others coming from all over South America, and European countries as well.

In its last edition, more than 1,600 people came from all over Brazil and other parts of the world to attend the event and visited the halls of the 12<sup>th</sup> Expoanicer. In three days, the fair generated US\$ 16 million in business transactions. Another US\$ 55 million were prospected for the next two quarters.

This year, the event's themes include sustainability and innovation. The underlying statement is that industries of the future should add the best processes, qualified products, social and environmental responsibilities, and a continuous process of reflection and change.

The National Meeting is promoted by ANICER (National Association of the Ceramic Industry) with the support from Sindicar Morro da Fumaça e Sindicar Vales Itajaí e Tijucas and the partnership from major industrial organizations as CNI (National Confederation of Industry), SENAI (National Service for Industrial Training), SESI( Social Service of Industry), SEBRAE (Brazilian Support Service to Micro and Small Companies), BNDES (the development bank of Brazil), FIESC (Santa Catarina State's Industry Federation), the Santa Catarina State Government, and the CEF - Caixa Econômica Federal (the Brazilian federal loans bank), among others.

We would like to invite you to engage in topics and activities that are scheduled for the 39th National Meeting of the Red Ceramic Industry.

If you wish to see a little bit of our ongoing event, please check [www.anicer.com.br/encontro39](http://www.anicer.com.br/encontro39).

We hope to meet you there, in what comes out every year as the most important red ceramic industry event of Brazil, South America, and the world.

*We will see you there, in Santa Catarina!*

## **13<sup>th</sup> EXPOANICER** **(Exhibition of Machines, Equipment, Products, Services, and Input for the Ceramic Industry)**

A major South American fair, the EXPOANICER is expected to gather more than 80 Brazilian and worldwide brands in an area of over 7,200 m<sup>2</sup>.

Besides introducing the most modern options and innovations to factories in terms of projects, machines, equipment, input, accessories, spare parts, and other items, the Expoanicer is focused on closing business deals and prospecting new partnerships during and after the National Meeting.

In the last edition, held in Belém/Pará, the fair achieved more than US\$ 16 million in business transactions in little more than 3 days.

Forum, Clinics, Senai and Sebrae Meetings, Visits, and a lot more The program for the 39th National Meeting of the Red Ceramic Industry also includes a Forum with business presentations on technical manufacturing processes.

Meetings are also scheduled for professionals from Sebrae (Brazilian Support Service to Micro and Small Companies) and Senai (National Service for Industrial Training), main partner institutions in the ceramic sector.

As a major moment of the sector in Brazil and South America, the meeting will also feature speeches to consumers, prizes for the industry highlights, and technical visits to block and tile manufacturing facilities, thus offering great opportunities to learn about the particularities of local ceramic.

### **Promotion Strategies**

Anicer strategies for domestic and international promotion of the National Meeting include:

- A digital newsletter issued in Portuguese and English;
- A hotsite and blog, posted in Portuguese and English, containing general information on the event;
- National and international press agency services;
- Promotion in national and international events related to the sector;
- Reports and announcements on related media in Brazil and the world;

- Distribution of graphic materials such as pamphlets, direct mail, folders, stamps, stickers, t-shirts, and others;
- Public relation efforts in associations, companies, and ceramic institutions of South America and Europe;
- Videos showing the event's last edition, and a special feature on the fair in Portuguese and English;
- Opinion polls held with participants from the last edition to define themes and strategies.

### **Marketing Strategies**

In order to promote supplier brands in the sector, several marketing actions may be acquired by interested parties. Some of the options include:

- Company video presented during Forum coffee-breaks;
- Promotional sticker on pavilion floor;
- Corporate brand on hotspot, poster, and folder;
- Corporate brand displayed on t-shirts;
- Corporate brand displayed on event DVD.

### **Dates and Times Expoanicer**

Setting up stands – August 20 to 22 – starting 8am – depending on stand position in the pavilion. There will be a schedule for each company, because access of heavy equipment to the pavilion is limited.

Decoration – Stands will be delivered to exhibitors on August 23, after 9am.

Opening – Expoanicer: August 24/25/26 at 12am  
Official Ceremony: August 24 at 17pm

### **Expoanicer Floor Plan**



## Participation

The 13<sup>th</sup> EXPOANICER allows you to participate with the official assemblers' basic stands or special design stands that may be acquired from one of the three available assembling companies.

## Sales of Stands and further information

For details on the 13<sup>th</sup> EXPOANICER or the 39<sup>th</sup> National Meeting of the Red Ceramic Industry, please contact Anicer Commercial Assistant Márcia Sales through telephone number + 55 21 2524-0128 or email publicidade@anicer.com.br. Further information may be obtained from [www.anicer.com.br/encontro39](http://www.anicer.com.br/encontro39).