

Press Release

Event Partners Ltd and Messe München Announce Strategic Partnership for the Launch of ceramitec USA Pavilion

March 19, 2025

A New Pavilion for Technical Ceramics at The Advanced Materials Show USA 2025

Event Partners Ltd, organizer of The Advanced Materials Show USA, has announced a strategic partnership with Messe München to establish a ceramitec USA pavilion as the leading platform for technical ceramics in the United States. The inaugural ceramitec USA pavilion will take place from September 30 to October 1, 2025, in Columbus, Ohio, co-located with The Advanced Materials Show USA and the renowned Materials Science and Technology (MS&T) conference.

For decades, ceramitec has been one of the world's premier platforms for technical ceramics, powder metallurgy, and high-performance ceramics. It provides companies, researchers, and decision-makers with a central venue to showcase innovations and explore new markets. Now, this international influence is coming to the U.S. to serve as a dedicated pavilion for technical ceramics, covering the entire value chain.

Launched in 2021 by Event Partners Ltd, The Advanced Materials Show USA is held alongside MS&T, which has been organized for over 20 years by The American Ceramic Society (ACerS), The Minerals, Metals & Materials Society (TMS), and The Association for Iron & Steel Technology (AIST). In 2025, the event will also host the 127th Annual Meeting of The American Ceramic Society.

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Mark Mecklenborg, Executive Director of The American Ceramic Society, emphasized the importance of this partnership: “We are delighted to collaborate with ceramitec. This strategic partnership brings a globally recognized brand to the U.S. and establishes a key platform for technical ceramics. The combined strength of ceramitec, MS&T, and The Advanced Materials Show USA will drive innovation and advancement across the entire industry.”

Adam Moore, CEO of Event Partners Ltd, stated: “Technical ceramics have always been an integral part of the MS&T conference and The Advanced Materials Show USA. However, the addition of a ceramitec USA pavilion will significantly increase the number of ceramic manufacturers and suppliers, taking the event to a whole new level. We anticipate a doubling of the exhibition space and a substantial expansion of the technology portfolio.”

Dr. Robert Schoenberger, Global Industry Lead for ceramitec, added: “The U.S. ceramics industry is experiencing rapid growth. With the introduction of a ceramitec USA pavilion, we are creating an unparalleled opportunity for industry leaders, researchers, and suppliers to connect, showcase innovations, and shape the future of technical ceramics. We are excited to bring our global expertise to the U.S. market and strengthen the industry as a whole.”

The launch of ceramitec USA pavilion marks a significant milestone for the ceramics industry and will serve as a central hub for professionals, businesses, and researchers to collaborate, network, and drive innovation forward.

About ceramitec

ceramitec is the leading trade fair for the ceramics industry. Every branch of the industry is represented, from classic ceramics, raw materials and industrial ceramics to technical ceramics and powder metallurgy. The next ceramitec will be held from March 24 to 26, 2026, in Munich.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.