Imerys Ceramics is a world leading supplier of industrial mineral solutions, full prepared bodies and glazes for the sanitaryware, tile and tableware industries, with a competitive offering for engineering ceramics, glass, fiberglass, and construction. Imerys Ceramics Egypt launched its mineral blending platform in 2013 with the intention of developing its presence in Egypt and the Middle East. ICS had the pleasure of interviewing Mr. Andrew Haigh – Business Development and Sales Manager of Imerys Ceramics Egypt who talked to us about Imerys Ceramics Egypt and his impression on ICS.

In the beginning, could you please introduce Imerys Ceramics Egypt to ICS readers?
Imerys Ceramics Egypt was established in 2013, strategically locating its blending platform in Egypt’s ceramic cluster, in 10th of Ramadan City, near Cairo. With 50 production sites in 23 countries, Imerys Ceramics is ranked as world no.1 in ceramic bodies and minerals for sanitaryware and Europe no.2 in minerals for floor tiles.

What about your expansion plans?
Imerys Ceramics Egypt’s strategy includes the increase of our production and inventory to meet the growing demand for its products. We also aim to provide new solutions to help ceramic manufacturers achieve their development strategies.

What is your view about the Egyptian market?
The Egyptian market is growing noticeably and this is evidenced by the volume of ceramic tile and sanitaryware production. Egypt produces about 400 million m2 of ceramic tiles annually, plus 20 million pieces of china sanitaryware. Growth is obvious in porcelain production which is quite important for us as a supplier of mineral solutions and glazes for ceramic tile and sanitaryware manufacturers.

How did you find Imerys’ participation at ICS?
Taking part to ICS gave us the opportunity to get closer to our customers in order to identify their needs and provide them with the best solutions. Our technician and engineer teams were present at our stand, as most exhibitors are also our customers. On November 20th and 22nd, Imerys Ceramics Egypt organized two workshops presenting our latest solutions, aimed to both sanitaryware producers and ceramic tile manufacturers.

ICS organizer, Climax Creation Group, considers holding an exhibition for ceramic tile and sanitaryware supplies and equipment producers. What do you think of this idea?
It is a very good idea and there are already similar global exhibitions such as Tecnargilla or Ceramitec in Europe, where suppliers of ceramic tile equipment are able to meet with raw materials producers/vendors.

We also had a conversation with Mr. Jerome Levassor – Imerys Kiln Furniture Sales Manager for the Middle East. Imerys Kiln Furniture offers ready-made solutions for ceramic tile, sanitaryware and chinaware manufacturers using tailor-made solutions fitting the needs and conditions of every producer. Mr. Levassor confirmed that this was his first visit to ICS and he admired the intensive attendance hoping that the next year will witness more competition among companies which for sure will benefit the market.
أقبلنا بالبدأ أولاً، فما هي الشركة التي نتحدث عنها؟
تأسست شركة إيمرس مصر لصناعة المواد الخام، وذلك في عام 2013، حيث يقع مصنعها في مدينة تاروت. الشركة هي فرع من شركة إيمرس العالمية، وهي خصوصاً مشهورة بالمنتجات السيراميك والمواد الخام لصناعة الأدوات الصحية،يهاelectronics.com/merys/ceramics/first-time-mature-2013-10-01
وهي تنتج من خلال مصنعها الأول، الذي يقع في مدينة تاروت، حيث يتم استخدام المواد الخام للإنتاج على مقياس عالمي.
لماذا إنستاز؟ التوسعات؟
بالفعل، هناك توسعات في الشركة، وذلك بهدف زيادة القدرة الإنتاجية، حيث يتم تنويع حجم الإنتاج والتوزيع، بما يكفي لمواجهة الطلب المتزايد على منتجات الشركة.
كيف ترون السوق المصري؟
هذا السوق ينمو بشكل كبير، ولذا فإن الشركة تبذل جهوداً كبيرة لتوسيع منتجاتها في السوق المحلي.
كيف ترون تواجدكم في معرض ICS؟
استaćمك كما أن الشركة تساهم في معرض ICS، وذلك لتعزيز التواجد في السوق المصري، حيث تتمتع الشركة بالقدرة على تقديم حلول مبتكرة وedx/icohappy/search/ics.png
и отличие عن منتجات الشركات المتنافسة.
وتعزز التواجد في مصر والشرق الأوسط
وتعزيز التواجد في مصر والشرق الأوسط...