



associação portuguesa das indústrias
de cerâmica e cristalaria

Portuguese Ceramics prepares the 1st trade action of the year in the US

APICER WILL PRESENT REFERENCE PRODUCTS OF PORTUGUESE CERAMICS AT NEOCON

APICER - Portuguese Association of Ceramic and Domestic Glass Industries is getting ready for the first 2017 official participation in the annual trade show NEOCON, that takes place in Chicago, United States, June 12 and 14. The event is the most important commercial design event in North America. The Association will have a privileged space in this event and is the only Portuguese industry representative.

This will be a unique opportunity to show the singularity, quality, design, innovation and art of the Portuguese Ceramic Industry, with internationally awarded pieces and the official presentation of the commemorative book of APICER's 20 years of life. The presence in this reference fair in the United States is a commitment of the Association to promote the Sector and subsectors of Portuguese ceramics and domestic glass.

For the event, APICER will bring design pieces of some of its associates, awarded with international awards, and will officially present its latest editorial project, "CERÁMICA PORTUGUESA - Tradition and Innovation", a display case of what Portugal has to offer international markets.

NeoCon is the most important trade design event in North America and takes place at The Mart in Chicago since 1969. It covers varied industries such as Interior Design; Furniture; Interior and Business Design.

«As an Association that represents dozens of national reference brands in the Ceramic and Domestic Glass Industries, APICER is committed to attend the largest events of innovation and to approach major decision-makers with the best products and best practices of those industries. This action of internationalization and promotion of the National Ceramics and Glassware takes place, firstly, at NEOCON, USA, since it is a show that has been held for more than 45 years and is still the main global platform in industrial design, where hundreds of companies from all over the world show the latest news and products», explains José Sequeira, president of APICER - Portuguese Association of Ceramic and Domestic Glass Industries.

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«I recall that, just last year, Portuguese ceramics reached 163 markets. France is the main destination market for ceramic products (including tableware, tiles, sanitary ware, and others), followed by Spain, the United States, Germany, and the United Kingdom. For these reasons, it makes sense to bet in the US market!».

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More information:

NEOCON > <http://www.neocon.com/>

ESPAÇO APICER NEOCON 2017 >

https://n2b.goexposoftware.com/events/nc17/goExpo/exhibitor/viewExhibitorProfile.php?_id=707



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