

## 2020 WORLD CERAMIC TILES FORUM – ONLINE MEETING—3 DECEMBER



Following the decision taken in coordination with **ASAKI**, to **postpone** the **WCTF-World Ceramic Tiles Forum** and the **ISO TC 189 Meetings** to **2021**, due to the exceptional circumstances surrounding the COVID-19 outbreak, the **WCTF Secretariat** hosted the annual **2020 WCTF Meeting** online on **Thursday 3 December 2020**, to discuss current topics and issues of common interest to all ceramic tiles producers worldwide.



The **2020 WCTF online meeting** was attended by more than **50 representatives** from Argentina, Australia, Brazil, China, Czech Republic, Germany, Indonesia, Israel, Italy, Malaysia, Mexico, Portugal, Spain, Turkey, Ukraine and the USA.

The **2020 WCTF online meeting** focused on the impact of the **COVID-19** outbreak on the sector but as well on the contribution of Ceramic Tiles to fighting the current sanitary crisis, all over the World. The Forum provided also an opportunity to discuss **global trends in the production and consumption of ceramic tiles**. WCTF Members had the chance to also receive an **update on the ongoing work and latest developments in international standardisation under ISO TC 189**, the technical committee on ceramic tiles.

The **key strengths** and **properties** of Ceramic Tiles in comparison with competing covering materials were underlined in the no-logo promotional **Campaign “But Ceramic...is a safe choice”**, launched and developed by **Confindustria Ceramica** and **ASCER**:

- ⇒ Safe, plastic free & recyclable
- ⇒ Hygienic & hypoallergenic
- ⇒ Does not retain dirt or bacteria and is odourless
- ⇒ Long-lasting, easy to clean & always like new
- ⇒ Does not burn & does not release harmful substances
- ⇒ Resistant to the most aggressive chemical products
- ⇒ Does not change shape nor freeze
- ⇒ Respects the environment and our health
- ⇒ Versatile
- ⇒ Stable and can be easily skilfully installed



To watch the videos of the **Campaign “But Ceramic...is a safe choice”**, please visit the [WCTF Website](#).

Producers and interested stakeholders are welcome to address any question on this campaign to the WCTF Secretariat and to play an active role in its dissemination.

We look forward to the next **WCTF**, to take place in **Indonesia**, in **December 2021** and kindly hosted by **ASAKI**. The date and location of the **2021 WCTF** will be announced shortly on the [WCTF Website](#). The annual WCTF meeting is traditionally organised in conjunction with the **ISO TC 189 Meetings**.

**ABOUT THE WCTF:** *The WCTF was created in 1994 and is the annual meeting of the ceramic tiles manufacturers worldwide. The WCTF is a platform open to all ceramic tiles manufacturers in the world. Any producer or association of ceramic tiles producers wishing to participate is invited to contact the WCTF Secretariat.*