Historically, the South American ceramics industry has been concentrated in tile, flooring, construction materials and white line products. As worldwide demand increases in the industry’s technology-related sectors, South American ceramics leaders are beginning to position themselves for a role in this growth. Companies are making investments that will qualify them for participation in the worldwide ceramics market, such as adopting the industry’s best practices and achieving ISO 9001 and ISO 14001 certification.

Together, Brazil and Venezuela account for 70 percent of ceramics production in the region, followed by Argentina (14 percent), Uruguay,
Paraguay and Bolivia. However, companies throughout the region are experiencing growth. For example, Peruvian ceramics export volume grew by 44 percent in 2008.

Conscious of emerging opportunities in the sector, even family-owned traditional ceramics companies are looking for ways to improve their market position. Esteban Argerich, one of the proprietors of Cerámicas Il Bel Bagno of Buenos Aires, Argentina, wrote his university thesis about “the possibility that the Argentine ceramics industry could assume the role of agent for economic, academic and social development.”

The company, similar to many in the region, is focused on style innovations, such as mixed uses of ceramics, marble, stone and glass, that are establishing South America as a global leader in ceramics design.

Alejandro Coronado, general manager of one of Bolivia’s largest producers, distributors and exporters, Cerámicas Gladymar, is seeing the same design trend toward more high-end ceramics. “The production segment that is most selective regarding designs is being influenced by the European market,” he says. The company has formed strategic partnerships with vendors in Spain, Italy and Brazil to meet the growing demand for ceramics that represent the latest design trends and are characterized by a sense of “design harmony equal to what is found in nature.”

Although South America has developed little in the way of new ceramics material technologies, it already is implementing the use of technologies developed in other parts of the world. In Chile, for example, the Fondo de Fomento y Desarrollo Científico y Tecnológico has completed a study entitled, “Advanced Ceramics: Technology Development for the Improvement of Industrial Productivity.” Given the region’s economic disadvantage relative to North America, Europe and Asia, the industry in South America is particularly concerned with technology advances that can enhance its productivity and efficiency.
Ceramics in South America

However, for the moment, the region will remain largely dependent on foreign development of the technologies necessary to meet those objectives. University degree programs in industrial ceramics are highly specialized and not widely available. For the most part, only the largest universities located in centers that produce a high volume of ceramics offer specialized programs of study in industrial ceramics. Although these conditions will impede ceramics industry research and training at least for the short term, particularly in view of the worldwide economic crisis, they also create potential opportunities for companies outside the region that are interested in exploring partnerships with South American companies.

South American Ceramics Directory

The following online resources provide information about the scope and breadth of activities within the South American ceramics industry, as well as contacts to assist U.S. companies in networking within the region. Many of the Brazilian resources, including many individual companies’ websites, are available in English and Spanish as well as Portuguese.

Professional Associations and Publications

South America

The Asociación Latinoamericana de Fabrhciantes de Refractarios is a nonprofit civil association with its secretariat located in Rio de Janeiro, Brazil. Founded in 1967, the main goals of ALAFAR are to give technical assistance to Latin American refractories companies, promote scientific exchange among its members, promote regional interests of its refractory industry, develop technicians and a specialized workforce, publish scientific literature, participate in related conferences, establish correct nomenclature and classification of refractory products, and maintain statistics on the refractory industry.

Address: Avenida Esteban de Luca 2252 DTO. 2, (1246) Buenos Aires, Argentina
Phone and Fax: +54 (11) 4943-5799
Email: ciclo@ceramicaycristal.com.ar
Website: www.ceramicaycristal.com
Editorial Director: Luis Arnoldo Alonso Ibáñez

Brazil

The Associação Brasileira de Cerâmica (ABC), the Brazilian Ceramics Society, was founded in 1953 to promote the interests of companies and professionals involved in ceramics science, technology and teaching as well as entrepreneurial activities within the sector. ABC’s website is published in Portuguese only, but its executives and staff members include professionals who can reply to inquiries in English.

Address: Av. Prof. Almeida Prado, 532
Cidade Universitária - IPT
Pródio 36 - 2º andar - sala 3
05508-901 - São Paulo - SP - Brasil
Phone/Fax: +55 (11) 3768-7101 or 3768-4284
Email: abceram@abceram.org.br
Website: www.abceram.org.br/asp/abc_0.asp

President: Leonardo Curitiba

Argentina

The Asociación Técnica Argentina de Cerámica is Argentina’s professional association for the ceramics industry. Founded in 1962, its core objective is to unite “those with an interest in the science, art and technology of the ceramics, glass and related industries and share, by way of congresses, conferences, courses and publications, each sector’s research and developments.”

Address: Perú 1420 - (1141) Buenos Aires, Argentina
Phone: None provided
Fax: +54 (11) 4362-4510
Email: atac2@yahoo.com.ar
Website: www.ceramicaycristal.com

Editorial Director: Luis Arnoldo Alonso Ibáñez

UNITECR Coming to Brazil

One sign of Brazil’s standing in the world of ceramic materials is that the 11th Unified International Technical Conference on Refractories will be held Oct. 13–16, 2009, in Salvador, Brazil. UNITECR is a biennial international conference held to contribute to the progress and exchange of industrial knowledge and technologies concerning refractories.

It isn’t surprising that Brazil will be the stage for the 2009 conference. That country’s active steel industry has made it a major player in the world of refractories. Another factor is that the Asociación Latinoamericana de Fabrhciantes de Refractarios – the Latin American Association of Refractory Manufacturers – is one of the four “Founding Member Organizations” of UNITECR (the other three are ACerS, the German Refractories Association and Japan’s Technical Association of Refractories). Indeed, Brazil also was host to the 1993 UNITECR meeting.

UNITECR technical sessions themes include Nanoengineered Refractories, Carbon Refractories, Blast Furnace/Coke Oven Refractories, Advances in Refractories Basic Science, Globalized Education, Raw Materials, Ex-Situ and In-Situ Characterization, Modeling and Simulation, Refractories for Cement and Lime, Refractories for Nonferrous Metalurgy, Refractories for BOF/EAF, Advanced Testing and Manufacturing, and Installation and Equipment. Participants will be attending from around the world, and, as early as June, organizers said that more than 240 papers had been accepted for the program.

Besides technical sessions, UNITECR features a welcoming cocktail reception and a gala dinner. The venue also serves as a meeting location for related refractories meetings, such as the ISO TC 33 Committee, the International Standards Organizations Technical Committee on Refractory Standards and the Federation for International Refractory Research and Education.

For information about the schedule and registration for UNITECR, visit www.unitecr2009.org.

The Asociación Nacional de Fabricantes de Cerámica para Revestimiento (ANFACER) is Brazil’s national association of ceramic-tile manufacturers. Founded in 1984, it represents a sector composed of 94 companies that operate 117 industrial plants in 17 states. ANFACER’S members represent 85 percent of production and 95 percent of exports of ceramic tile in Brazil.

The organization’s website is trilingual (Portuguese, Spanish and English).

Address: Av. Paulista 453 / 7º andar - Cj. 71
São Paulo - SP - Brasil
CEP: 01311-907
Phone: +55 (11) 3287-9624
Email: info@anfacer.org.br
Website: www.anfacer.org.br/

The Laboratorio Interdisciplinar de Eletroquímica e Cerâmica, sponsored by the Universidade Estadual Paulista, was founded in 1988 to explore joint ventures in electrochemistry and ceramics utilizing niobium. Its
principal line of research is the synthesis and development of new ceramics and electronics materials.

Website: www.liec.iq.unesp.br/portal/

**Venezuela**

**CINVICRE (Camara de la Industria del Vidrio, Ceramica, Refractarios e Industrias Afines)** is Venezuela’s chamber of commerce for the glass, ceramics, fireproof and related industries. The organization describes itself as a coalition of “sectors whose processes and products are varied, aligned in their purpose and in the goal of continued advances in the development of this industrial sector.”

Address: Calle Los Laboratorios, Torre Beta, Piso 3, Oficina 301 Los Ruices, Caracas1070, Venezuela

Phone: +58 (212) 232-9563 or 238-3061
Fax: +58 (212) 232-9563
email: cinvicre@cantv.net
Website: www.cinvicre.com

Executive Director: Abogada Miriam Briceño Pellín (Note: “Abogada” means lawyer in Spanish and is used here as a title, in accordance with the manner in which Sra. Briceño Pellín’s name is listed on the website.)

According to CINVICRE, no one on staff speaks English. Therefore, a Spanish speaker is needed to communicate with the organization.

**COMPANIES**

**Argentina**

**ATAC Vendor Guide**

www.ceramicaycristal.com/c-guia-b.html

This extensive listing, prepared by ATAC, provides contact information for vendors of ceramics materials, machinery and services in Argentina.

**Carbo San Luis**

Products: Refractory products and thermal insulating materials

Phone: +54 (11) 4373-4439
Fax: +54 (11) 4372-3331

ventas@carbosanluis.com.ar

www.thermalceramics.com/offices/offices.asp?office=Argentina

**Cerro Negro Cerámicas Argentinas**

Products: Roof and flooring tile

Phone: +54 (11) 4790-0200
Fax: +54 (11) 4790-2772

www.cerronegro.com.ar

**San Lorenzo - Cerámicas Argentinas**

Products: Roof material, panels, and floor and wall coverings

Phone/fax: +54 (11) 5777-2200
email: info@ceramicas-sanlorenzo.com

www.ceramicas-sanlorenzo.com

**Brazil**

**Alfagres**

Products: Tile

Phone: +19 3576-1374
Fax: +19 3576-1595

www.alfagres.com.br

*Identifies company websites with English translations.*

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**ELECTRONIC MATERIALS AND APPLICATIONS 2010**

January 20-22, 2010

Royal Plaza in The Walt Disney® World Resort

Lake Buena Vista, FL, USA

www.ceramics.org/ema2010
South American Ceramics Directory

Amazonika
(19) 3862-8811
email: info@amazonikabrasil.com.br
www.amazonikabrasil.com.br

Angelgrés*
Products: Floor and wall tile
Phone/fax: +55 (48) 3521-0600
www.angelgres.com.br

Anhangüera
Products: Floor and wall tile
Phone: +55 (19) 3556-9500
info@anhanguerapisos.com.br
www.anhanguerapisos.com.br

Antigua*
Products: Floor and wall tile
Phone: +55 (19) 3543-4201
www.antigua.com.br

Atlas*
Products: Floor and wall tile
Phone: +55 (19) 3673-9600
Fax: +55 (19) 3673-1132
www.ceratal.com.br

Arte 27
Products: Floor and wall tile
www.arte27.com.br

Batistella*
Products: Floor and wall tile
Phone: +55 (27) 3421-9000
Fax: +55 (27) 3421-9045
www.batistella.com.br

Biancogrês
Products: Floor and wall tile
Phone: +55 (19) 2113-4833
email: export@batistella.com.br
www.batistella.com.br

CERAL
Products: Floor and wall tile
Phone: +55 (19) 3556-9100
adriane@ceralpisos.com.br
www.ceralpisos.com.br

CEUSA*
Products: Interior and exterior floor and wall tile
Phone: +55 (48) 3441-2000
www.ceusa.com.br

Chiarelli
Products: Floor and wall tile
Phone: +55 (19) 3891-9200
Fax: +55 (19) 3891-9200
www.chiarelli.com.br

Durages
Products: Floor and wall tile
Phone: +55 (19) 3522-3700
contato@durages-bramica.com.br
www.durages.com.br

Eliane Revestimentos Ceramicos
Products: Floor and wall tile
Phone: +55 (11) 2122-7272
www.eliane.com

Elizabeth
Products: Tile and sanitaryware
Phone: +55 (83) 2107-2000
elizabeth@ceramicaelizabet.com.br
www.ceramicaelizabet.com.br

Embramaco*
Products: Floor and wall tile
www.embramaco.com.br

Escurial
Products: Floor and wall tile
Phone: +55 (79) 3279-2400
Fax: +55 (79) 3252-1305
escurai@escurai.com.br
www.escurial.com.br

Formigres*
Products: Floor and wall tile
Phone: +55 (19) 3545-8880
Fax: +55 (19) 3545-1130
dirceu.rh@formigrés.com.br
www.formigrés.com.br

Gabriella
Products: Floor and wall tile
Phone: +55 (48) 3431-7000
sac@gabcer.com.br
www.gabriellanet.com.br

Gail Arquitetura Em Cerâmica
Products: Interior and exterior tile
Phone: +55 (92) 3611-4582
casabellaa@ango.com.br
www.gail.com.br

Giselli
Products: Floor and wall tile
Phone: +55 (48) 2101-1856
cagiselli@giselli.com.br
www.giselli.com.br

Gyotoku*
Products: Floor and wall tile
Phone: +55 (75) 3616-4515
damilo@gyotoku.com.br
www.gyotoku.com.br

Henry Mosaicos
Products: Floor and wall tile
Phone: +55 (48) 3447-0924
Fax: +55 (48) 3447-1621
hennyrc@hennyrc.com.br
www.henrymosaicos.com.br

INCEFA*
Products: Floor and wall tile
Phone: +55 (11) 2942-0395
export@incefa.com.br
www.incefa.com.br

INCEPA
Products: Floor and wall tile, and sanitaryware
Phone: +55 (41) 2105-2500
www.incepap.com.br
www.incepam.com.br

INCESA
Products: Floor and wall tile
Phone: +55 (93) 3984-0345
gerard@presentacaoes@yahoo.com.br
www.ceramicaincesa.com.br

INCOPILOS*
Products: Floor and wall tile
Phone: +55 (19) 3545-8660
Fax: +55 (19) 3545-8586
www.incoipilso.com.br

Inti*
Products: Floor and wall tile
Phone: +55 (48) 3628-1222
Fax: +55 (48) 3628-1562
vendas@intinet.com.br
www.intinet.com.br

Itagres*
Products: Floor and wall tile
Phone: +55 (48) 3631-2000
Fax: +55 (48) 3631-2020
www.itagres.com.br

Jatobá*
Products: Floor and wall tile
Phone: +55 (19) 3826-7600
Fax: +55 (19) 3826-7616
comercial@jatoba.com.br
www.jatoba.com.br

Kardenia*
Products: Floor and wall tile
Phone: +55 (19) 3534-2088
Fax: +55 (19) 3534-0644
www.kardenia.com.br

Kera Cerâmica
Products: Floor and wall tile
Phone: +55 (19) 3429-7000
atendimento@grupolef.com.br
www.kaeraceramica.com.br

Lanzi*
Products: Floor and wall tile
Phone: +55 (19) 3891-9800
www.lanzi.ind.br

LEF
Products: Floor and wall tile
Phone: +55 (19) 3429-7000
atendimento@grupolef.com.br
www.lerf.com.br

Lepri Finas Cerâmicas Rústicas
Products: Floor and wall tile
Phone: +55 (11) 5506-1390
Fax: +55 (11) 5506-1594
www.leprierusticas.com.br

Magnaest Refratários
Products: Refractory materials
Phone: +55 (31) 3368-1111
www.grupomagnaest.com.br

MAJORAP
Products: Floor and wall tile
Phone: +55 (19) 3545-8700
www.majorap.com.br

Mazz Cerâmicas
Products: Floor and wall tile
Phone: +55 (11) 3673-1015
www.mazzacermicas.com.br

Moliza*
Products: Floor and wall tile
Phone: +55 (48) 3434-8500
Fax: +55 (48) 3434-1110
www.moliza.com.br

Morgante Brazil LTDA*
Products: Thermal insulation
Phone: +55 (21) 3105-7400
Fax: +55 (21) 2418-1205
embras@morgantethermal.com.br
www.thermalceramics.com/_offices/offices.asp?office=Brazil

Mosate*
Products: Floor and wall tile
Phone: +55 (48) 3345-3000
Fax: +55 (48) 3345-3036
www.mosarte.com.br

Nina Martinelli*
Products: Floor and wall tile
Phone: +55 (19) 3972-5499
edilane@pamesa.com.br
www.pamesa.com.br

PAMESA
Products: Floor and wall tile
Phone: +55 (19) 3972-5499
edilane@pamesa.com.br
www.pamesa.com.br

Pisoforte*
Products: Floor and wall tile
Phone: +55 (48) 3431-5555
Fax: +55 (48) 3431-5522
pisoforte@pisoforte.com.br
www.pisoforte.com.br

Porcelanatil*
Products: Floor and wall tile
Phone: +55 (48) 3631-2020
Fax: +55 (48) 3631-2000
www.porcelanatil.com.br

Porto Ferreira
Products: Floor and wall tile
Phone: +55 (19) 3589-4000
Fax: +55 (19) 3589-1211
www.ceramicapotoforferreia.com.br

Porto Velho
Products: Floor and wall tile
Phone: +55 (92) 8159-1838
tariass8000@yahoo.com.br
www.terra.com.br

Portobello*
Products: Floor and wall tile
Phone: +55 (48) 3279-2222
Fax: +55 (48) 3279-2322
www.portobello.com.br

Portudali*
Products: Interior and exterior tile
Phone: +55 (15) 3322-2222
comercial@strufaldi.com.br
www.strufaldi.com.br

Studio Marmo
Products: Floor and glass tile
Phone: +55 (19) 3545-2453
Fax: +55 (19) 3545-4387
studiomarmo@studiomarmo.com.br
www.studiomarmo.com.br

Super NGK*
Products: Automotive parts, technical ceramics, tile
venda_ceramica@ngkntk.com.br
www.ngkntk.com.br

*Identifies company websites with English translations.
**Chile**

**Carbo Chile, S.A.**
Products: Refractory products, thermal insulating materials and wear resistant materials
Phone: +56 (2) 854-1064
Fax: +56 (2) 854-1962
carbochile@carbochile.cl
www.thermalceramicschile.com/ offices/ offices.asp?office=Chile
Refractarios Iunge Ltda.
Products: Refractory materials
Phone: 56 (2) 745-3613
Fax 56 (2) 745-3614
www.iunge.cl

**Colombia**

**ERECONS**
Products: Refractory materials and cements
Phone: 232 26 00
Fax: 262 06 58
erecos@erecos.com
www.erecos.com

**Thermal Ceramics de Colombia SA**
Products: Refractory materials
Phone: +57 (2) 228 2803
Fax: +57 (2) 237 2205
thermal@ert.com.co
www.thermalceramicsco.com/ offices/ offices.asp?office=Colombia

**Paraguay**

**Cerámica Paraguaya, S.A.**
Products: Roofing tile and brick
Phone: +595 [21] 290-596
Fax: +595 [21] 290-560
ricardomanuff@ceramicaparaguaya.com.py
www.ceramicaparaguaya.com.py

**Peru**

**Repsa Refractarios Peruanos**
Products: Refractory materials
Phone: (511)5151100
Fax: (511)4641181
E-mail: ventas@repsa.com.pe
www.repsa.com.pe/

### Uruguay

**Grupo Acher**
Products: Floor and wall tile
Phone: +56 (2) 854-1211
Fax: +56 (2) 854-1634
venezuela@calderys.com
www.thermalceramics.com/_offices/ offices.asp?office=Venezuela

### Venezuela

**Balgres, C.A.**
Products: Floor and wall tile
Phone: +58 (212) 700-227
Fax: +58 (212) 700-228
E-mail: ventas@balgres.com
www.balgres.com/

**Calderys Refractarios Venezolanos, S.A.**
Products: Industrial ceramics
Phone: +58 (266) 994-1211
Fax: +58 (266) 994-1834
venezuela@calderys.com
www.ve.calderys-group.com/

**Cerámicas Carabobo, S.A.C.A.**
Products: Floor and wall tile
Phone: +58 (0800) 737-8423
Fax: +58 (0800) 737-8423

**Revestimientos Venezolanos De Cerámica, S.A. (REVESTIVENSA)**
Products: Floor and wall tile
Phone +58 (212) 614-1288
ventas@revestivensa.com
www.revestivensa.com/

**Vencerámica**
Products: Floor and wall tile
Phone: +58 (0800) 737-8423
www.venceramica.com/

**Thermal Ceramics de Venezuela CA**
Products: Refractory materials
Phone: +58 (241) 878 3164
Fax: +58 (241) 878 6712
tcgerencia2@cantv.net
www.thermalceramics.com/_offices/ offices.asp?office=Venezuela

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