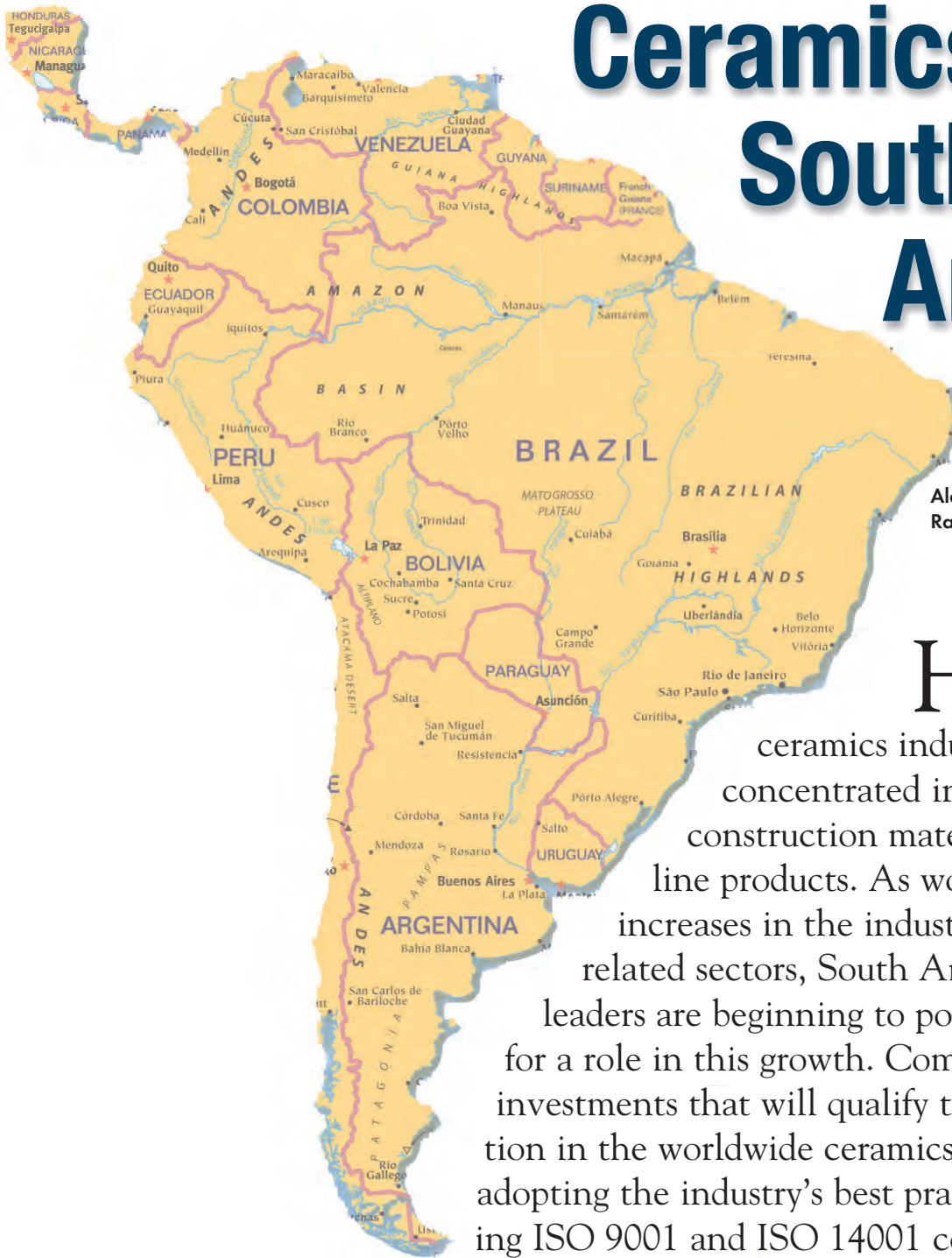


Ceramics in South America



Alex Talavera and
Randy B. Hecht

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.

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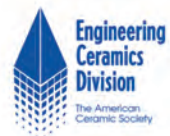
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Ceramics in South America

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.

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: atacer2@yahoo.com.ar
Website: www.ceramicaycristal.com/atac.htm

President: Gregorio Domato

Note: According to the Website, ATAC maintains only part-time business hours, Monday–Friday from 2:00 p.m. to 6:00 p.m. ATAC also has a London-based European delegate who is a member of ACerS and can field inquiries in English:

Aldo Boccaccini
Imperial College
Department of Materials
Prince Consort Road, London SW7 2BP, England
Phone: +44 (20) 7594-6731
Fax: +44 (20) 7584-3194
email: a.boccaccini@imperial.ac.uk
Revista Cerámica y Cristal (Ceramic and Crystal Magazine) is ATAC's official publication. It is published twice a year, and back issues are available online at www.ceramicaycristal.com.
Address:
Esteban de Luca 2252 dto.2 - (1246)

Professional Associations and Publications

South America

The **Associação Latinoamericana de Fabricantes de Refractários** 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.

Phone: +55 (31) 3411-8183
Fax: +55 (31) 3411-8183
email: alafar@terra.com.br
Website: www.alafar.org

Argentina

The **Asociación Técnica Argentina de Cerámica** is Argentina's professional association for the ceramics industry. Founded in 1962, its

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 **Associação Latinoamericana de Fabricantes de Refractórios** – 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 Ovens 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 Metallurgy, 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.

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
Prédio 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 Curimbaba Ferreira
Cerâmica, the association's official journal, is published bimonthly for distribution to more than 700 members

of the organization as well as libraries worldwide. The magazine "accepts original (and review) articles in the entire field of ceramic science and technology." A brief English-language description of the magazine is accessible at www.scielo.br/revistas/ce/aboutj.htm.

The **Associação Nacional de Fabricantes de Cerâmica para Revestimento (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) 3289-7555
Fax: +55 (11) 3287-9624
email: info@anfacer.org.br
Website: www.anfacer.org.br/

The **Laboratório 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

**Identifies company websites with English translations.*

principal line of research is the synthesis and development of new ceramics and electronics materials.

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

Venezuela

CINVICRE (Cámara de la Industria del Vidrio, Cerámica, 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.htm
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@ceramicasanlorenzo.com

www.ceramicasanlorenzo.com

Bolivia

Gladymar

Products: Floor and wall tile

Phone: +591 3 346-6110

Fax: +591 3 346-3877

gladymar@gruporoda.com

www.gladymar.bo

Faboce

Products: floor and wall tile

www.faboce.com.bo

Brazil

Alfagrès*

Products: Tile

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email: info@amazonikabrasil.com.br
www.amazonikabrasil.com.br

Angelgrès*

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

Anhanguera

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.ceratlas.com.br

Arte 27

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

Batistella*

Products: Floor and wall tile
Phone: +55 (19) 2113-4833
Fax: +55 (19) 3442-4758
email: export@batistella.com.br
www.batistella.com.br

Biancogrès

Products: Interior and exterior tile
Phone: +55 (27) 3421-9000
Fax: +55 (27) 3421-9045
www.biancogres.com.br

Buschinelli

Products: Floor and wall tile
Phone: +55 (19) 3545-9999
www.buschinelli.com.br

Carbus

Products: Floor and wall tile
Phone: +55 (19) 3546-9100
Fax: +55 (19) 3546-3759
carbus@carbus.com.br
www.carbus.com.br

Casagrande*

Products: Floor and wall tile
Phone: +55 (41) 2106-8228
Fax: +55 (41) 2106-8230
rcasagrande@rcasagrande.com.br
www.rcasagrande.com.br

CECAFI

Products: Floor and wall tile
Phone: +55 (19) 3556-9600
Fax: +55 (19) 3556-9601
www.cecafi.com.br

CECRISA

Products: Floor and wall tile
Phone: +55 (48) 3431-6333
Fax: +55 (48) 3431-6003
www.ceramicaportinari.com.br

CEDASA

Phone: +55 (19) 3545-8700
Fax: +55 (19) 3545-8707
suporte@cedasa.com.br
www.cedasa.com.br

Cejatel*

Products: Roof and floor tile
Phone: +55 (48) 3624-1001
Fax: +55 (48) 3624-1001
pisos@cejatel.com.br
www.cejatel.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
Fax: +55 (48) 3441-2031
www.ceusa.com.br

Chiarelli

Products: Floor and wall tile
Phone: +55 (19) 3891-9200
Fax: +55 (19) 3891-9290
www.chiarelli.com.br

Duragres

Products: Floor and wall tile
Phone: +55 (19) 3522-3700
contato@deltaceramica.com.br
www.duragres.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@ceramicaelizabeth.com.br
www.ceramicaelizabeth.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) 3254-1305
escurial@escurial.com.br
www.escurial.com.br

Formigrès*

Products: Floor and wall tile
Phone: +55 (19) 3545-8880
Fax: +55 (19) 3545-1130
dirceu.rh@formigres.com.br
www.formigres.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
casabella@argo.com.br
www.gail.com.br

Giseli

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

Gyotoku*

Products: Floor and wall tile
Phone: +55 (75) 3616-4515
danilo.bastos@oi.com
www.gyotoku.com.br

Henry Mosaicos

Products: Floor and wall tile
Phone: +55 (48) 3447-0924
Fax: +55 (48) 3447-1621
henrycer@terra.com.br
www.henryceramicos.com.br

INCEFRA*

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

INCEPA

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

INCESA

Products: Floor and wall tile
Phone: +55 (33) 9984-0345
geraldarepresentacoes@yahoo.com.br
www.ceramicaincesa.com.br

INCOPIOSOS*

Products: Floor and wall tile
Phone: +55 (19) 3545-8660
Fax: +55 (19) 3545-8660
www.incopisos.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) 3826-7618
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.keraceramica.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.lef.com.br

Lepri Finas Cerâmicas Rústicas

Products: Floor and wall tile
Phone: +55 (11) 5506-1390
Fax: +55 (11) 5506-1584
www.lepriceramicas.com.br

Magnesita Refratários

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

MAJOPAR

Products: Floor and wall tile
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Fax: +55 (19) 3545-8707
www.majopar.com.br

Mazza Cerâmicas

Products: Floor and wall tile
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www.mazzaceramicas.com.br

Moliza*

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

Morganite Brazil LTDA*

Products: Thermal insulation
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Fax: +55 (21) 2418 1205
fibras@morganitethermal.com.br
www.thermalceramics.com/_offices/offices.asp?office=Brazil

Mosarte*

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) 3673-1015
vendas@ninamartinelli.com.br
www.ninamartinelli.com.br

PAMESA

Products: Floor and wall tile
Phone: +55 (11) 3972-5499
edilaine@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

Porcellanati*

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

Porto Ferreira

Products: Floor and wall tile
Phone: +55 (19) 3589-4000
Fax: +55 (19) 3589-1221
www.ceramicaportoferreira.com.br

Porto Velho

Products: Floor and wall tile
Phone: +55 (92) 8155-1838
farias8000@yahoo.com.br
www.cerbras.com.br

Portobello*

Products: Floor and wall tile
Phone: +55 (48) 3279-2222
Fax: +55 (48) 3279-2232
www.portobello.com.br

Strufaldi*

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.

Tecnogres*

Products: Floor and wall tile
Phone: +55 (0800) 701-3553
www.tecnogres.com.br
www.tecnogres.com.br

Unigrès

Products: Floor and wall tile
Phone: + 55 (19) 2113-4700
Fax: +55 (19) 2113-4729
www.unigrès.com.br

Videira

Products: Tubes and plugs
Phone: +55 (19) 3673-1015
Fax: +55 (19) 3673-1015
www.organizacaovideira.com.br

Vidro Real Pastilhas De Vidro

Products: Floor and wall tile
Phone: +55 (19) 3869-8928
Fax: +55 (19) 9774-8500
Email: elzordan@uol.com.br
www.vidroreal.com

Villagres

Products: Floor and wall tile
Phone: +55 (19) 3545-9000
Fax: +55 (19) 3545-9000
fabiana@villagres.com.br
www.villagres.com.br

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.thermalceramics.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

ERECOS

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.thermalceramics.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
ricardomaluff@ceramicaparaguay.com.py
www.ceramicaparaguay.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 Uruguay

Products: Floor and wall tile
Phone: +005982 487-5630
www.acher.com.uy

Venezuela

Balgres, C.A.

Products: Floor and wall tile
Phone: +02 (39) 500-3111
Fax: +02 (39) 500-3185
export@balgres.com
www.balgres.com/

Calderys Refractarios Venezolanos, S.A.

Products: Industrial ceramics
Phone: +58 (286) 994-1211
Fax: +58 (286) 994-1634
venezuela@calderys.com
www.ve.calderys-group.com/

Cerámica Carabobo, S.A.C.A.*

Products: Tile, tableware and refractories
Phone: +0241 813-4299
Fax: +0241 813-4194
www.ceramica-carabobo.com/

Cerámicas Caribe

Products: Floor and wall tile
Phone: +58 (212) 7000-227
vanessa.molina@ceramicascaribe.com
www.ceramicascaribe.com/

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

CINVICRE (see page 23) member companies:

www.cinvicre.com/Contactos.htm
This page provides contact information for those of CINVICRE's member companies that do not maintain websites. Details provided include address, phone, fax and email, contact names and a list of the company's products.

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