



CERAMICS OF ITALY PRESS CONFERENCES AT COVERINGS 2014
April 29 (3-4pm): Good Phytosanitary Practices with CTDA
April 30 (4-5pm): International Press Conference

(Las Vegas, NV – April 2014) During the 25th edition of **Coverings** (the country's premier tile and stone show), **Ceramics of Italy** will hold two press conferences in **Room S224** of the Las Vegas Convention Center in Las Vegas, Nevada. On **April 29 at 3pm**, Ceramics of Italy will hold a joint press conference with CTDA to announce a progressive new initiative on Good Phytosanitary Practices. Then on **April 30 at 4pm**, representatives from the Italian ceramics industry will discuss the state of the industry and reveal the winners of the 2014 Ceramics of Italy Tile Competition during the annual International Press Conference.

On **Tuesday, April 29 at 3:00pm** in **Room S224**, Ceramics of Italy and the Ceramic Tile Distributors Association (CTDA) will announce a joint initiative on **Good Phytosanitary Practices**. Representatives from both associations will give a short presentation on the elements of the groundbreaking program and how it will affect shipping procedures for participating manufacturers. The panel will include: **Vittorio Borelli**, Chairman, Confindustria Ceramica; **Armando Cafiero**, Managing Director, Confindustria Ceramica; **Luciano Galassini**, Deputy Managing Director, Confindustria Ceramica; **Giorgio Romani**, Chairman, Confindustria Ceramica Trade Relations Committee; **Rick Church**, Executive Director, CTDA; and **Steve Cerami**, Chairman, CTDA Customs Task Force.

Then on **Wednesday, April 30 at 4:00pm** in **Room S224**, leading figures in the Italian ceramics industry will present information on the state of the industry and current promotional plans as well as an overview of design trends and recent technical achievements. Representatives include: **Vittorio Borelli**, Chairman, Confindustria Ceramica; **Armando Cafiero**, Managing Director, Confindustria Ceramica; **Emilio Mussini**, Vice President of promotional activities, Confindustria Ceramica; **Dr. Giorgio Squinzi**, President, Confindustria Ceramica; and **Laura Del Vecchio**, Deputy Trade Commissioner, Ceramic Tile Center of the Italian Trade Commission in New York.

The highly anticipated announcement of the winners of the **2014 Ceramics of Italy Tile Competition** will also be made at this time. Representatives from the winning architecture and design firms including **DI Group**, **Corgan Associates** and **MGA Partners** will present their exceptional residential, commercial and institutional projects and receive a check for \$4,000 and an award plaque to commemorate their achievement. The prize package also includes a free trip to Bologna, Italy to attend Cersaie—the world's largest exhibition of ceramic tile and bathroom—from September 22-26, 2014. The winning firms' partners in excellence—the distributors and contractors involved in each project—will also receive a check recognizing their great achievement.

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Ceramics of Italy is the trademark for Italian manufacturers of ceramic tiles, sanitaryware and tableware, that are members of Confindustria Ceramica. For more information on the ceramic tile sector, visit www.italiantiles.com. For instant updates on Ceramics of Italy, follow them on Facebook (www.facebook.com/CeramicsOfItalyNA) and Twitter, Pinterest and Instagram (@CeramicsOfItaly).

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