

April 30 - 2026

## RAK CERAMICS SHOWCASES INNOVATION AT MAKE IT IN THE EMIRATES 2026

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CERAMICS



RAK Ceramics is set to participate in the 5th edition of Make it in the Emirates (MIITE) 2026, taking place from 4 to 7 May at ADNEC Centre Abu Dhabi, reinforcing its position as a leading global lifestyle ceramics brand rooted in the UAE's industrial growth story.

At this year's event, the company will present its latest innovations across surfaces, sanitaryware, tableware, and fittings, highlighting a portfolio that combines advanced manufacturing with design-led solutions.

Visitors can explore RAK Ceramics' presence across two dedicated exhibition spaces, where the brand will bring together its signature collections and premium offerings. The showcase will feature standout innovations including Maximus large-format slabs and exclusive ELIE SAAB surfaces, reflecting the company's commitment to pushing the boundaries of design and material excellence.

The exhibition will also spotlight RAK Porcelain, known for its high-performance tableware solutions, alongside KLUDI, the Group's premium fittings brand for bathrooms and kitchens—demonstrating a complete lifestyle offering across residential, hospitality, and commercial spaces.

Rooted in Emirati heritage and craftsmanship, RAK Ceramics' participation celebrates the intersection of tradition and innovation. Through its presence at MIITE 2026, the brand continues to support the UAE's vision of a dynamic and globally competitive industrial sector, while delivering products that meet the evolving needs of modern living.

Beyond the exhibition, RAK Ceramics will engage with industry partners, designers, and stakeholders to explore new collaborations and share insights on the future of materials, manufacturing, and design.

