

PRESS RELEASE

## Ivace+i International and ASCER host U.S. distributor reverse trade mission under “Time of Spain” initiative

---

**A group of eight U.S. distribution companies explore Spain’s ceramic tile industry to gain insight into manufacturing processes and its latest innovations**

---

This week, ASCER, in collaboration with Ivace+i International—an agency of the Regional Ministry of Innovation, Industry, Trade, and Tourism—is hosting a reverse trade mission bringing U.S. distributors to the ceramic tile cluster in the province of Castellón. The activity is part of the sectoral initiative Time of Spain.

Over several days, the eight participating companies are undertaking a comprehensive working programme that includes visits to production facilities and showrooms of Tile of Spain companies. The programme provides U.S. distributors with first-hand insight into manufacturing processes, the versatility of ceramic tiles, and the newest collections tailored to the U.S. market.



The participating companies include Wholesale Tile Supply, United Tile, Porcelain Concepts, Tile Outlets of America, Louisville Tile, Architessa, Lucca Interiors LLC and CasaSymari LLC.

### **Part of the Time of Spain initiative**

The mission is integrated into Time of Spain, ASCER's flagship initiative which, during February and March, positions Castellón as the international epicentre of the Spanish ceramic tile industry.

The sector has recently welcomed 50 specialised journalists from 15 countries as part of an international press mission; hosted the presentation of its provisional 2025 performance figures and the 24<sup>th</sup> Tile of Spain Awards ceremony; and organised an international Ceramic Trends 2026 workshop in Onda, showcasing not only product excellence but also the territory, heritage and industrial strength.

Within this framework, the U.S. distributors trade mission reinforces the positioning of the United States as a strategic market for Tile of Spain and enhances the sector's coordinated international promotional activities.

### **Tile of Spain in the U.S. market**

The United States remains the leading destination for Spanish ceramic tile exports. In 2025, sales reached €465.4 million, a slight 1% decline compared to 2024, amid heightened uncertainty and instability resulting from tariff policy volatility and ongoing trade tensions within the U.S. market.

Through this initiative, ASCER and Ivace+i International are reinforcing their joint efforts to foster new business opportunities, encourage closer relationships between Spanish manufacturers and overseas distributors, and strengthen the global projection of Spanish ceramics as competitive, high-quality and sustainable solutions in major international markets.