

Dec. 09, 2016
2016年12月09日

VISITOR STATISTICS / ANALYSIS (Preliminary) 初步观众数据及分析

VISITOR DATA: Total Number of Registered Visitors & Origins

观众数据：登记出席总人数及地区来源

	Domestic China Visitors 中国境内观众	Overseas Visitors 海外观众	TOTAL 总计
TOTAL 总计	26'091 24'843 [2015] 22'383 [2014]	4'761 4'737 [2015] 4'645 [2014]	30'852 29'580 [2015] 27'028 [2014]

The above figures include:

1. **Onsite registered** visitors
2. **Pre-registered** visitors shown up
3. **VIP** (invited by exhibitors) shown up

以上数字包括:

1. 现场登记观众
2. 网上预登记并出席的观众
3. 参展商邀请并出席的贵宾

Corresponding figures of the last CHINACOAT2015 (Shanghai) & CHINACOAT2014 (Guangzhou) editions are shown in smaller types.
下方小字为「2015年中国国际涂料展(上海)」及「2014年中国国际涂料展(广州)」数据

Analysis
分析

A remarkable growth (↑ 14.15%) in visitor number when compared to the last Guangzhou edition in 2014.
与2014年广州展比较, 本届展会观众人数有显著增长(↑ 14.15%)。

VISITOR DATA: Total Number of Visiting Man trips

观众数据：参观总人次

	2016-11-30 DAY 1 展期第一天	2016-12-01 DAY 2 展期第二天	2016-12-02 DAY 3 展期第三天	TOTAL 总计
Debuting Visitors 首次入场观众	19'098 20'417 [2015] 18'476 [2014]	10'472 8'047 [2015] 7'078 [2014]	1'282 1'116 [2015] 1'474 [2014]	30'852 29'580 [2015] 27'028 [2014]
Returning Visitors 再入场观众	—	9'007 8'429 [2015] 9'974 [2014]	3'418 3'380 [2015] 4'177 [2014]	
Total Man-trips on that day 当天参观总人次	19'098 20'417 [2015] 18'476 [2014]	19'479 16'476 [2015] 17'052 [2014]	4'700 4'496 [2015] 5'651 [2014]	43'277 41'389 [2015] 41'179 [2014]

'Debuting Visitors': Total number of Visitors attending the show for the first trip.

'Returning Visitors': Visitors re-visiting the show after the first trip.

「首次入场观众」指当天为首次出席的观众

「再入场观众」指于展期第一天或/及第二天曾进场参观、而再次入场参观的观众

Analysis
分析

- Total man trips on Day 1 & Day 2 increased significantly.
- Visitors were spending more time on the show floor to talk to increasing number of Exhibitors.
- 与2014年广州展比较, 展会第一天及第二天的参观人次均录得增长。
- 观众在展会逗留时间更长, 以便与更多的展商洽谈。

EXHIBITOR STATISTICS & ANALYSIS 展商数据及分析

EXHIBITOR DATA 展商数据

	Overseas 海外地区	Hong Kong & Taiwan Regions 香港及台湾地区	Domestic China 中国境内	TOTAL 总计
No. of Exhibiting Companies 代表公司数目	248 303 [2015] 261 [2014]	47 52 [2015] 55 [2014]	775 733 [2015] 743 [2014]	1'070 1'088 [2015] 1'019 [2014]
No. of New Exhibitors 首次参展公司数目	40 70 [2015] 38 [2014]	2 9 [2015] 6 [2014]	168 134 [2015] 187 [2014]	210 213 [2015] 231 [2014]
Regions / Countries Represented 参展商代表国家/地区	—	—	—	32 32 [2015] 29 [2014]
Attending Representatives from Exhibitors 参展商代表出席总人数				14'650 14'900 [2015] 13'916 [2014]

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下方小字为「2015年中国国际涂料展(上海)」及「2014年中国国际涂料展(广州)」数据

Analysis 分析

- Despite general economic downturn in China, the number of exhibitors in 2016 remains steady when compared to the last two editions.
- Coatings suppliers consider CHINACOAT as the 'must-attend' event for business promotion and expansion.
- 虽然中国整体经济增长放缓, 本届展会参展公司数目与过往两年相若。
- 反映涂料业供应商重视「中国国际涂料展」, 是推广业务及开拓新客源不可或缺的展会。

STATISTICS & ANALYSIS ON ACCOMPANYING EVENTS 其它展会活动数据及分析

CONFERENCE: Exploring the Novel Cutting-edge Coatings Technology [12 Papers presented] 学术会议: 探索新型尖端涂料技术的潜力 [共发表 12 篇论文]

	Overseas 海外地区	Hong Kong & Taiwan Regions 香港及台湾地区	Domestic China 中国境内	TOTAL 总计
Total No. of Delegates Registered 登记与会代表人数	29 17 [2015] 14 [2014]	2 2 [2015] 3 [2014]	84 39 [2015] 42 [2014]	115 58 [2015] 59 [2014]

Corresponding figures of CHINACOAT2015 (Shanghai, 10 Papers) & CHINACOAT2014 (Guangzhou, 10 Papers) are shown in smaller types.
下方小字为「2015年中国国际涂料展学术会议」(上海、10篇论文)及「2014年中国国际涂料展学术会议」(广州、10篇论文)数据

Analysis 分析

- Number of delegates almost doubled compare to the previous events. The conference topic has hit the market trend and demand.
- 本届与会代表人数较往年超出约一倍。可能因为会议主题吸引、能迎合市场需求。

WORKSHOPS: 2 sessions 培训班: 两节

	Overseas, Hong Kong & Taiwan Regions 海外、香港及台湾地区	Domestic China 中国境内	TOTAL 总计
Total No. of Delegates Registered 登记出席人数	4 3 [2015] 2 [2014]	42 46 [2015] 29 [2014]	46 49 [2015] 31 [2014]

Corresponding figures of CHINACOAT2015 (Shanghai, 2 sessions) & CHINACOAT2014 (Guangzhou, 1 session) are shown in smaller types.
下方小字为「2015年中国国际涂料展」(上海、两节培训班)及「2014年中国国际涂料展」(广州、一节培训班)数据

TECHNICAL SEMINARS 专题技术讲座

Total No. of Sessions 总场数	42 63 [2015] 40 [2014]	Total No. of Attendees (approx.) 出席人数(约)	3'152 3'876 [2015] 2'614 [2014]
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Total No. of Attendees for Accompanying Functions (Approx.) 参与各项展会活动总人次(约)	3'313
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[△] Detailed Exhibition Report will be available in January 2017. 详细展会报告将于2017年1月发布。