



NEWS

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**For immediate
Press Release**

CHINACOAT Offers a Fast Lane to Reach the Global Coatings Market from Its 2018 Guangzhou Show!

CHINACOAT welcomes all industry players to participate in this annual event. Its 23rd edition is scheduled to take place from December 4 to 6, 2018 at the China Import and Export Fair Complex in Guangzhou. As the exhibition scale gets bigger, CHINACOAT2018 will move to Halls 1.1, 2.1, 3.1, 4.1, 1.2, 2.2, 3.2 & 4.2, Area A of the venue. The planned total gross exhibition area will be over 80,000 square metres. Comprising five exhibit zones namely 'Powder Coatings Technology', 'UV/EB Technology & Products', 'International Machinery, Instrument & Services', 'China Machinery, Instrument & Services' and 'China & International Raw Materials', exhibitors will gain opportunities to present their technologies and products to domestic and international visitors in one show within 3 days.

CHINACOAT is the Right Place for Exhibitors

CHINACOAT has been the leading Coatings show since 1996. Exhibiting companies can expect to meet and have close engagement with a lot of target visitors worldwide. Our last 2017 Shanghai show closed with a total of 34,425 trade visitors from 88 countries/regions and 1,210 exhibitors from 34 countries/regions. Visitors came from many world-renowned coatings enterprises, to name a few, such as 3Trees, Sherwin Williams, Asia Paint, Huahui Painting, Carpoly Chemical, Kansai Paint, Toyo Ink, Huarun, Nippon Paint, Axalta Coating, Beckers, Bauhinia Paints, Valspar, PPG, Jotun, BASF, AkzoNobel, Maydos, Taiho, Shanghai Paint, etc. Thus, CHINACOAT is such an effective platform to enhance brand image and test the water for potential business prospects.

Optimize Access to China and Asian Markets

Asian economies have maintained steady growth. Key markets include China, Japan, India, and South Korea. Other emerging countries like Vietnam, Indonesia, the Philippines and Malaysia are also experiencing growth, increasing middle-class population and rising construction activities. In addition, Asia's per capita coatings consumption is still far behind the North American and European markets (Asia's per capita demand for coatings is 32% that of the North American market), indicating the Asian market still has room for substantial increase. For foreign exhibitors eyeing entry or greater market access into China and other Asian markets, CHINACOAT is the strategic springboard to build trading relationships. Booth allocation has just started. Book your exhibit space now!

To find out more about the benefits of attending CHINACOAT2018 Guangzhou as exhibitor or visitor, please visit www.chinacoat.net or contact the Organizer.

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About Sinostar-ITE International Ltd.

Sinostar-ITE International Ltd. (Sinostar-ITE) is a Hong Kong-based company specialized in organizing industrial exhibitions, publishing bilingual (Chinese & English) trade magazines and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Surface Finishing" & "Coatings" series of exhibition since 1983. From 1996 onwards, the exhibition was divided into CHINACOAT and SFCHINA. Now, the two exhibitions alternate annually between the venues in Guangzhou and Shanghai, P.R. China. Sinostar-ITE is also the publisher of "China Coatings Journal (CCJ)" and "Surface Finishing Journal (SFJ)"— the only official publications for the CHINACOAT and SFCHINA series of exhibitions.