

November 29, 2019  
2019 年 11 月 29 日

## ALWAYS A GREAT PLATFORM WHERE GLOBAL INDUSTRY MEETS 全球涂料业平台，业内人士必然参观

### Preliminary Attendance Statistics & Analysis 初步出席人员数据及分析

**Total Number of Attendance: Registered Visitors & Exhibitor Representatives**  
出席人员总数：观众及参展商代表

	Domestic China Visitors 中国境内观众	Overseas Visitors 海外观众	▲ Total Number of Visitors 观众总计▲	◇ Exhibitor Representatives 参展商代表总计◇	Total Number of Visitors & Exhibitors 观众+参展商总计
VISITORS 观众	<b>32,666</b> 30,291 [2018] 29,262 [2017]	<b>5,342</b> 5,249 [2018] 5,163 [2017]	<b>38,008</b> 35,540 [2018] 34,425 [2017]		<b>57,429</b> 53,690 [2018] 51,437 [2017]
EXHIBITOR REP. 参展商代表				<b>19,421</b> 18,150 [2018] 17,012 [2017]	

Above figures include:

▲1. Visitors Registered Onsite

▲2. Visitors Pre-Registered before show and shown up

▲3. Visitors Invited by Exhibitors and shown up

◇4. Exhibitor Representatives 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观众

◇4、参展商代表出席总人数

Note  
备注

- Total number of visitors increased by 10.4% compare to our last Shanghai edition in 2017.
- Total Number of Visitors & Exhibitor Representatives is listed together for the first time because:
  - CHINACOAT is a cross-level meeting platform for the industry. Some exhibitors, by business nature, are potential buyers for other exhibitors.
  - Some buyers received 'Exhibitor Badges' from their exhibiting suppliers to visit the exhibition.
- 与上次上海展(2017 年)比较，本届展览会观众人数持续增长(↑ 10.4%)
- 今年首次并列「观众」及「参展商代表」数字：
  - 「中国国际涂料展」是涂料行业重要平台，部份参展商同属涂料行业潜在买家，展览会期间与其他参展商洽商
  - 部份专业观众从参展供应商取得「参展商证件」入场参观

**Total Number of Visitors' Man Trips**  
观众参观总人次

	2019-11-18 DAY 1 展期第一天	2019-11-19 DAY 2 展期第二天	2019-11-20 DAY 3 展期第三天	TOTAL 总计
☆Debuting Visitors 首次入场观众	<b>27,049</b> 25,222 [2018] 24,911 [2017]	<b>10,043</b> 9,313 [2018] 8,383 [2017]	<b>916</b> 1,005 [2018] 1,131 [2017]	<b>38,008</b> 35,540 [2018] 34,425 [2017]
*Returning Visitors 再入场观众	—	<b>17,912</b> 17,551 [2018] 11,545 [2017]	<b>5,806</b> 4,918 [2018] 3,694 [2017]	
Total Man-trips on that day 当天参观总人次	<b>27,049</b> 25,222 [2018] 24,911 [2017]	<b>27,955</b> 26,864 [2018] 19,928 [2017]	<b>6,722</b> 5,923 [2018] 4,825 [2017]	<b>61,726</b> 58,009 [2018] 49,664 [2017]

☆'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」指当天首次出席观众

\*「再入场观众」指展期第一或/及第二天曾进场参观、而第二、第三天再次入场参观观众

Analysis  
分析

- Over 17,900 visitors from Day 1 re-visited the show on Day 2 — indicating longer time spent at CHINACOAT.
- 超过 17,900 名观众于展期首天参观后第二天再次入场参观，显示观众参观展览会时间更长

Corresponding figures of CHINACOAT2018 (Guangzhou) & CHINACOAT2017 (Shanghai) are shown above in smaller font size.  
表内小字为「2018 年中国国际涂料展（广州）」及「2017 年中国国际涂料展（上海）」相关数据

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## Exhibitor Statistics & Analysis 参展商数据及分析

### EXHIBITOR DATA 参展商数据

	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	<b>310</b> 279 [2018] 307 [2017]	<b>37</b> 39 [2018] 46 [2017]	<b>920</b> 973 [2018] 857 [2017]	<b>1,267</b> 1,291 [2018] 1,210 [2017]
No. of New Exhibitors 首次参展公司数目	<b>58</b> 55 [2018] 35 [2017]	<b>4</b> 4 [2018] 3 [2017]	<b>125</b> 265 [2018] 155 [2017]	<b>187</b> 324 [2018] 193 [2017]
Regions / Countries Represented 参展商代表国家/地区	—	—	—	<b>32</b> 31 [2018] 34 [2017]

Analysis  
分析

- Compare to 2017 Shanghai exhibition, total number of exhibiting companies increased by 4.7%.
- 与上次上海展(2017年)比较, 本届展览会参展公司数目增长 4.7%

## Concurrent Technical Programmes: Statistics & Analysis 展览会同期举行技术交流数据及分析

### A Technical Seminars 专题技术讲座

Total No. of Sessions 总场数	<b>60</b> 39 [2018] 60 [2017]	Total No. of Attendees (approx.) 出席人数 (约)	<b>4,078</b> 3,361 [2018] 3,935 [2017]
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Analysis  
分析

- Technical Seminars attracted over 4,000 attendees — highest in recent years.
- 本年度「专题技术讲座」继续受行内观众关注及支持, 出席总人数逾 4000 名, 为近年最高

### B CHINACOAT Conference: High Performance Coatings— Defining Next Generation of Coating Solutions 学术会议: 高性能涂料——定义新一代涂料解决方案

Number of Papers 论文数目	Total No. of Delegates Registered 登记与会代表人数			
	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
<b>12</b> 13 [2018] 10 [2017]	<b>15</b> 9 [2018] 13 [2017]	<b>3</b> 4 [2018] 2 [2017]	<b>40</b> 45 [2018] 44 [2017]	<b>58</b> 58 [2018] 59 [2017]

Analysis  
分析

- Over 30% delegates were from overseas / Hong Kong & Taiwan Regions.
- We welcomed delegate from the Republic of South Africa for the first time this year.
- 本届学术会议逾 30% 与会代表来自海外、香港及台湾地区
- 首次有来自南非的业界代表参与学术会议

### C Technical Workshops: [3 Sessions] 技术培训班: [共 3 场]

	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 Attendees 出席人数	<b>7</b>	<b>5</b>	<b>59</b>	<b>71</b>

### D Country Presentation: Brazilian Coatings Market — Trends & Opportunities 国家涂料业发布会: 巴西涂料市场——趋势与商机

Total No. of Attendees (approx.) 出席人数 (约)	<b>65</b>
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Total No. of Visitors Attending Technical Programmes (Approx.) 参与各项展览会同期举行技术交流总人次 (约)	<b>4,272</b>
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Please see attached Snapshots from CHINACOAT2019 (total 4pp). Detailed Post-Exhibition Report will be available in January 2020.  
附本届展览会实况图选 (共四页)。详细展览会报告将于 2020 年一月发布。

Corresponding figures of CHINACOAT2018 (Guangzhou) & CHINACOAT2017 (Shanghai) are shown above in smaller font size.  
表内小字为「2018 年中国国际涂料展 (广州)」及「2017 年中国国际涂料展 (上海)」相关数据

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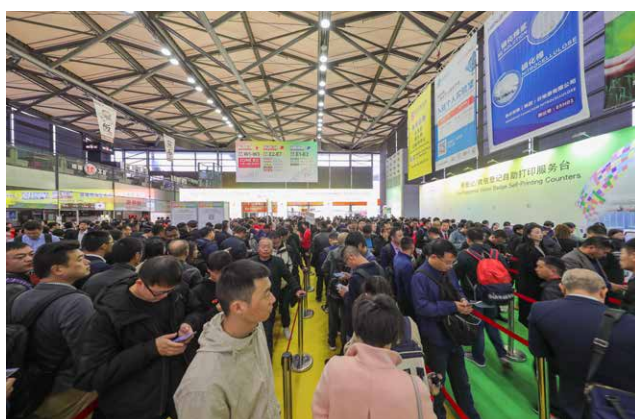


## 2019 上海展览会现场照片回顾 SNAPSHOTS AT CHINACOAT2019 SHANGHAI



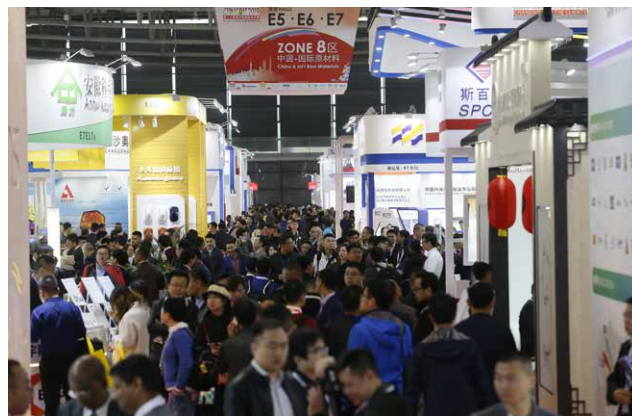
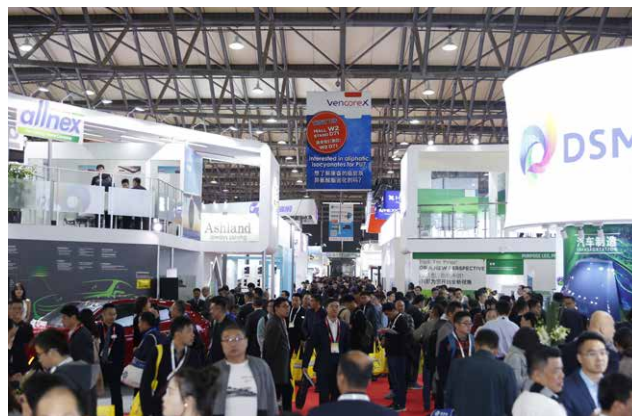
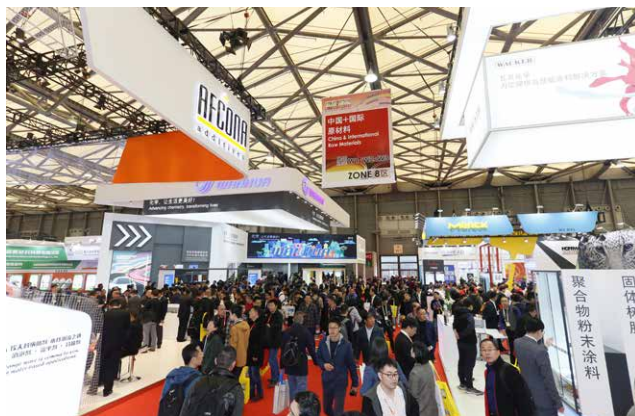
「第二十四届中国国际涂料展」于 2019 年 11 月 18 至 20 日在上海新国际博览中心（SNIEC）举行，观众 9 时开始排队等候入场。

CHINACOAT2019 Shanghai was staged at Shanghai New International Expo Centre (SNIEC) on November 18-20, 2019. Visitors queued up to enter the venue from 9:00 onwards.



主办单位提供自助打印参观证服务，方便预登记及现场登记观众。

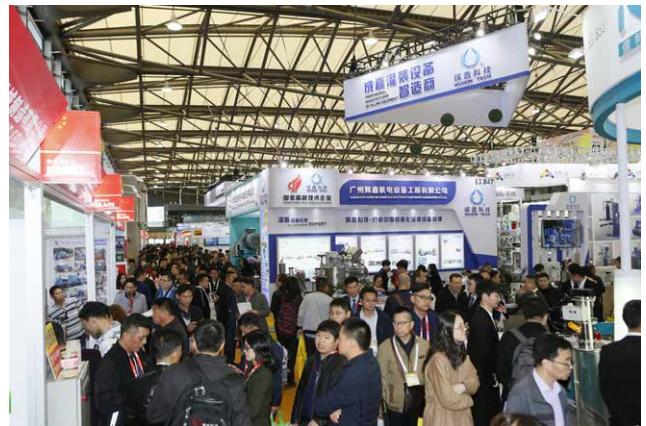
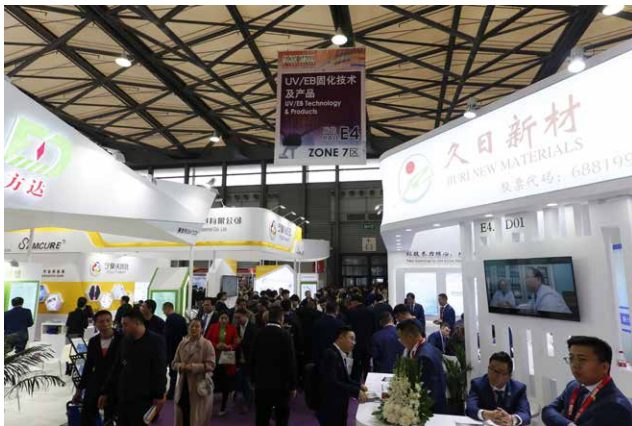
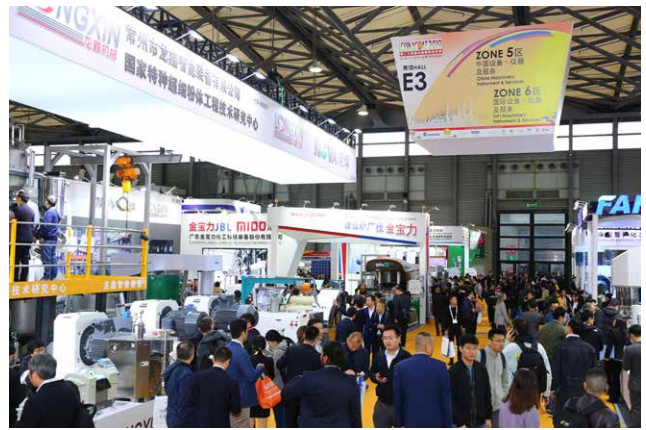
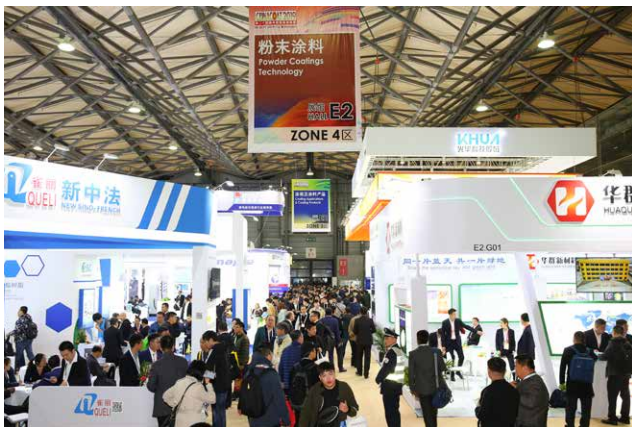
The Organizers provided self-service badge-printing kiosks for pre-registered visitors to quickly self-print their badges.



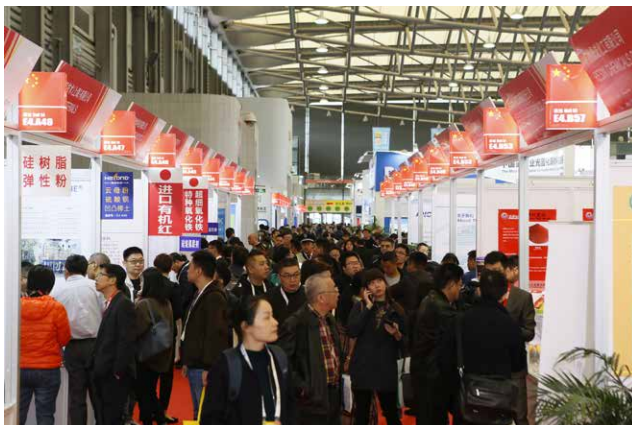
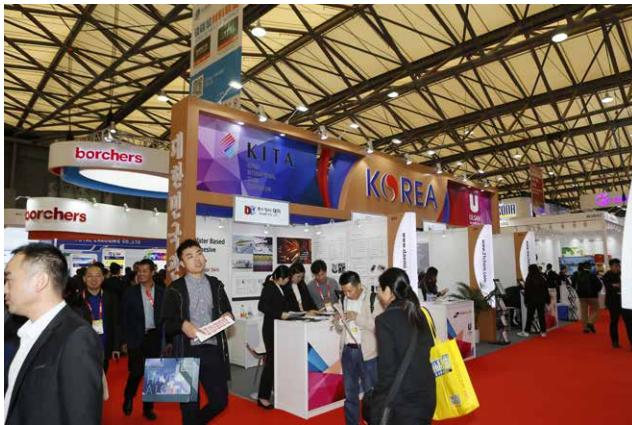
展览会划分为五个展区，其中原材料参展公司超过 950 家。

The exhibition comprised five exhibit zones, over 950 of which were raw material suppliers.



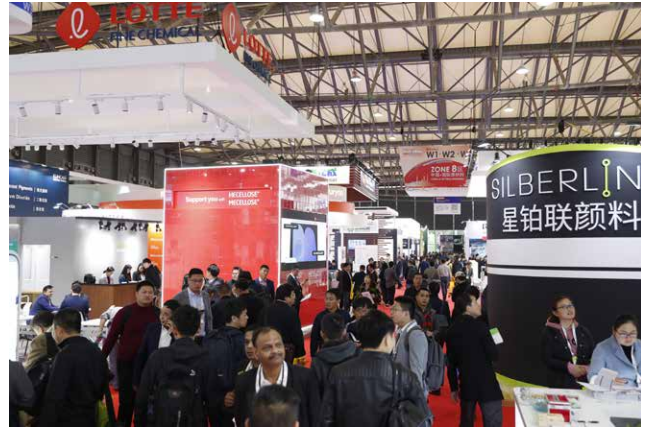
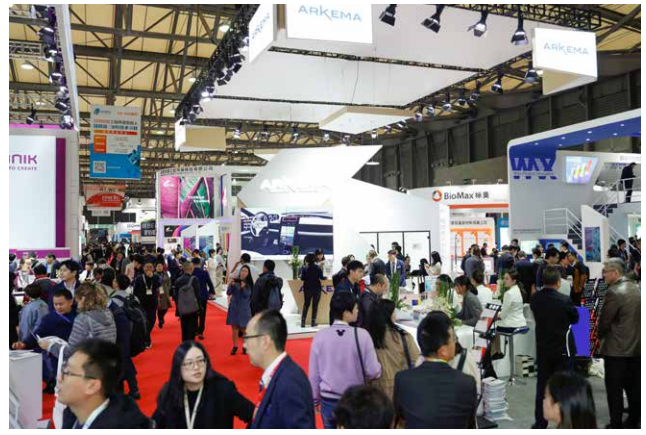
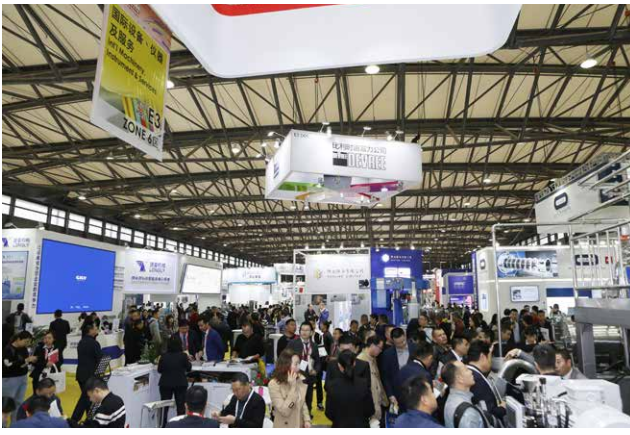


接近 290 家参展公司于粉末涂料、生产设备及仪器、UV/EB 固化技术专题展区展出。  
 Nearly 290 companies exhibited in the Powder Coatings, Production Machinery and Instrument, UV/EB Technology and Products exhibit zones.



主办单位预留位置给韩国及台湾地区展团。另外，同时设立标准展台及尊贵标摊展台区给中小型参展商选择。  
 The Organizers reserved exhibit areas for Korean and Taiwan Region Pavilions. Besides, standard shell-scheme and premium shell-scheme exhibit spaces were set up to specifically cater for small- and medium-sized exhibitors.





参展商展台设计新颖独特，吸引观众，争取在众多参展商中脱颖而出。  
Some booths were designed to stand out from others, drawing visitors' attention and were able to leave impressions to visitors.





60 场专题技术讲座，共吸引 4,078 名观众参加。  
4,078 delegates attended a total of 60 sessions of Technical Seminars.



本届学术会议主题：「高性能涂料——定义新一代涂料解决方案」。  
Theme for CHINACOAT Conference: "High Performance Coatings – Defining Next Generation of Coating Solutions"



3 场「技术培训班」，与会者与讲师共同探讨配方、设计及应用技术研究发展。  
Three Technical Workshops were held, where delegates and tutors explored together up-to-date research insights on formulation, design and application.



国家涂料业发布会介绍巴西涂料市场，为有意出口者介绍南美市场趋势和商机。  
Country Presentation returned this year to give introduction to Brazil's coatings industry, offering insights for manufacturers to explore potential export opportunities.



观众与参展商在展览会现场互动频繁，为业务带来商机。今年展览会境外观众比例再度上升。  
Visitors from all over the world enjoyed networking opportunities with exhibitors on the exhibition floor.  
The number of international visitors continued to increase this year.