



NEWS

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For Immediate Press Release

The Show Closed with Reasonable Results in A Year Full of Uncertainties

Committed to Providing a Business Platform for the Industry

CHINACOAT2020, the 25th edition of its series, concluded on a reasonable note on December 10 at Area A of the China Import and Export Fair Complex (CIEFC) in Guangzhou, P.R. China. During such unprecedented time, as well as facing lots of uncertainties and challenging environment this year, CHINACOAT continued to receive support from both buyers and suppliers, and still managed to put together a sizable exhibition, further proving CHINACOAT is a business platform for the industry. Here are some preliminary figures for your reference:

- **No. of Registered Visitors:** 22,213, including 22,135 Domestic China and 78 overseas visitors;
- **No. of Exhibitors:** 714 from 21 countries/regions, including 155 new exhibitors;
- **No. of Exhibitor Representatives:** 7,174;
- **No. of Delegates Participating in Concurrent Technical Programmes:** 2,023 participating in 22 Technical Seminars / Webinars and 9 sessions of Environmentally Friendly New Materials Launch Event.

Offered A Hybrid Format for The First Time

In view of some exhibitors and visitors, particularly those from overseas, were unable to attend CHINACOAT2020 in person, a brand new Virtual Edition (www.chinacoatvirtual.net) was launched to facilitate exhibitors and visitors to meet online even after the Guangzhou Ground Show ended. The Virtual Edition consists of 2 parts: 'GZ Show' section includes all exhibitors who exhibited in Guangzhou Ground Show, whereas 'Virtual Show' includes those who were unable to exhibit in the Ground Show and chose to exhibit virtually. The Virtual Edition will stay online for 60 more days after the Ground Show closed on December 10, 2020 until February 6, 2021, providing an additional option for the industry to stay connected.

Visitors Expressed Positive Feedback

Although some recognized industry players were missing this year due to global travel restrictions, CHINACOAT was still able to attract a number of renowned brand names and their distributors to showcase their new products and customized services. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 92% had great impression of the exhibition;
- 90% found the products and technologies on display attractive;
- 89% affirmed the exhibitor mix was comprehensive;
- 88% expressed concurrent technical programmes were of high quality;
- 84% agreed CHINACOAT was a large-scale exhibition.

What Visitors Said About CHINACOAT

"Although this year's exhibition is affected by the pandemic, I can still locate a good number of raw material suppliers. Moreover, the technical and solution capabilities of many exhibitors also show improvement."

Youb Mohammed Amine, Sourcing Manager, Opéra Peinture (Monaco)

"My main visiting purpose is to find business partners. I have to avoid overloading my onsite work schedule as this exhibition is an important industry platform for sourcing potential partnership!"

Tan Zudan, Guizhou Red Star Development Import Co., Ltd. (China)

Exhibitors Expressed Satisfaction Too

Although many exhibitors from overseas were unable to participate in person, some arranged their domestic representatives to exhibit or participate via their agents/distributors. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 99% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 93% expressed the exhibition could help consolidate existing sales channels;
- 91% endorsed the exhibition could strengthen brand or corporate image;
- 88% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects;
- 84% opined the exhibition was an effective platform for promoting new products or services.

How Exhibitors Assessed CHINACOAT

"In the second half of 2020, China's economy has gradually returned to normal. Exhibiting in CHINACOAT helps to recover our business and establish new business relationships."

Zhou Haijun, General Manager, Chem (Yueyang) Waterborne Additive Co., Ltd.

"As the pandemic prevails, market demand has changed dramatically. The exhibition provides us with marketing opportunities, at the same time allows us to keep pace with shifting market demands."

Li Pengfei, Senior Engineer (Partner), HeChuan Chemical Technology Service Co., Ltd.

The 26th edition of CHINACOAT will return to Shanghai on November 16-18, 2021 at the Shanghai New International Expo Centre (SNIEC). More information is available at www.chinacoat.net now. Follow us on Facebook, Twitter, LinkedIn and YouTube, and make sure to visit our official website to receive future updates.

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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.