



NEWS

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For Immediate Press Release

You Can Visit CHINACOAT2020 Either Online or Offline This Year!

The 25th edition of CHINACOAT exhibition will take place as scheduled at Area A of the China Import and Export Fair Complex (CIEFC) in Guangzhou, P.R. China on December 8-10, 2020, spanning 5 exhibition halls (Halls 2.1, 3.1, 4.1, 2.2 & 3.2). Over 600 exhibitors from 21 countries/regions (as of September 14, 2020) have already confirmed their presence and will showcase their products and services in 5 exhibit zones, namely 'Powder Coatings Technology', 'UV/EB Technology & Products', 'International Machinery, Instrument & Services', 'China Machinery, Instrument & Services' and 'China & International Raw Materials'. Celebrating its 25th edition, CHINACOAT is launching a NEW Virtual Edition in late November. For the first time ever, exhibitors and visitors can both enjoy a unique hybrid experience!

Integrated Online-Offline Exhibition Platform

Some exhibitors and visitors, particularly from overseas, may be unable to travel to Guangzhou this year. However, now they can exhibit at or visit our brand new Virtual Edition as an alternative way to be present at the annual industry gathering. The Virtual Edition consists of 2 parts: 'GZ Show' section includes all exhibitors who are exhibiting in our Guangzhou Ground Show, whereas 'Virtual Show' includes those who are unable to exhibit in the Ground Show and choose to exhibit virtually this year. The Virtual Edition (www.chinacoatvirtual.net) is going live in late November and will stay online for 60 more days after the physical edition closes on December 10. Exhibitors and visitors can connect via our virtual platform anytime, anywhere, and for an extended period of time. Visitors can browse Exhibitors' Pages, download product information, live chat, leave offline messages, participate in live streaming sessions and concurrent technical programmes, etc. In addition, a 'Virtual Zone' will be set up on the 2020 Guangzhou show floor, where onsite visitors can access and interact with virtual exhibitors instantaneously.

Concurrent Technical Programmes Also Going Live

CHINACOAT continues to host technical programmes alongside the exhibition, including 2 Technical Workshops addressing topics on 'Deciding Elements of Coatings/Ink Formulation Optimisation' and 'Waterborne Industrial Coatings Applications in Infrastructure Development', and a series of Technical Seminars presented by our exhibitors. Technical Seminars are also going live for the first time this year, where visitors who are unable to participate in person can join in webinar format to interact and engage with speakers directly, and to collect relevant product information, latest technology trends and industry policies online.

Visitor Registration for the Physical Edition Is Now Open!

Visitors can now pre-register on CHINACOAT's official website www.chinacoat.net to receive Visitor E-Pass in advance. Visitors can also follow our official WeChat account (ID: ChinaCoat_SFChina) to register. Visitor Registration for the Virtual Edition will be available in late October at www.chinacoatvirtual.net. Please check back our official websites from time to time, and follow CHINACOAT on Facebook, Twitter, LinkedIn and YouTube to receive first-hand information or to get in touch with us.

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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.