



NEWS

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For Immediate Press Release

CHINACOAT2022's Attendance Figures Exceeded Expectation!

The First Post-Pandemic Industry Event Closed Successfully in Guangzhou

The 27th edition of CHINACOAT, originally scheduled to be held on December 6-8, 2022, was successfully concluded at the new show date on February 22-24 in Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China. With the change of China's pandemic prevention strategy and removal of quarantine requirements for inbound travelers, both local and overseas visitors were enthusiastic to be able to network, learn and meet in person again. Coupled with the continued support from exhibitors, the exhibition floor was filled with industry players who were eager to experience personal encounter. The following are some preliminary figures of the physical exhibition:

- **No. of Registered Visitors Turned Up:** 33,427, including 33,224 Domestic China and 203 overseas visitors;
- **No. of Exhibitors:** 608 from 15 countries/regions, 103 of which were new exhibitors;
- **No. of Exhibitor Representatives:** 6,238;
- **No. of Attendees Participating in Onsite Technical Programmes:** 1,064 participating in 25 Technical Seminars.

Online Show Concluded on March 6

CHINACOAT series of exhibition continued to offer an Online Show www.chinacoatonline.net as an additional platform for visitors who could not attend physically to stay connected with the industry seamlessly. The Online Show was held from February 6 – March 6 and alongside the 3-day physical exhibition. 'Tech Talk Videos', a new online event was held for visitors to learn latest technologies, market trends and practical solutions through short videos presented by industry experts. Visitors also had the chance to participate in 24 Technical Webinars regardless of geographical restrictions.

The following are some preliminary figures of the Online Show:

- **No. of Logged-In Visitors:** 5,768 from 59 countries/regions, including all Physical Exhibitors;
- **No. of Exhibitors:** 609 from 15 countries/regions;
- **Total Pageviews:** 39,593;
- **Total Pageviews for Online Technical Programmes:** 3,396.

Visitors Expressed Positive Feedback

Though digital marketing channels and platforms could temporarily cater for visitors' purchasing and networking needs during the pandemic, they had certain limitations. With the reopening of physical exhibition, visitors' willingness to attend the annual industry event in person was strong. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 90.5% agreed CHINACOAT was a large-scale exhibition;
- 90.4% found the products and technologies on display attractive;
- 90.0% affirmed the exhibitor mix was comprehensive and reputable;
- 90.0% had good impression of the exhibition;
- 89.3% expressed the publicity of the exhibition was strong.

Exhibitors Expressed Satisfaction Too

In-person marketing is still widely regarded as one of the important channels for exhibitors to conduct business. Majority of exhibitors had been looking forward to the return of physical exhibition and showed satisfaction to the exhibition according to our survey results:

- 99.4% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 99.3% expressed the exhibition could help consolidate existing sales channels;
- 99.3% endorsed the exhibition could strengthen brand or corporate image;
- 98.7% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects;
- 94.0% opined the exhibition was an effective platform for promoting new products or services.

The 28th edition of CHINACOAT will be back to Shanghai on November 15-17, 2023 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 visit our official website to receive future updates. Scan the QR Code below to look at the photos taken during the exhibition.



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About Sinostar-ITE International Limited

Sinostar-ITE International Limited (Sinostar-ITE) is a Hong Kong-based company specialized in organizing industrial exhibitions, publishing bilingual (Chinese and English) trade magazines and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Coatings" and "Surface Finishing" 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.