

**CHINACOAT<sup>®</sup> 2022**  
第二十七届中国国际涂料展



**展览会报告**  
**Exhibition Report**

● 22-24.2.2023 ● 广州 Guangzhou

# 疫后首个行业展览会， 观众/参展商踊跃出席！ ATTENDANCE FIGURES EXCEEDED EXPECTATION!



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[www.chinacoatonline.net](http://www.chinacoatonline.net)





**608** 714 (2020)  
1,267 (2019)  
**参展商数目**  
No. of Exhibitors

**103**  
**首次参展公司**  
No. of New Exhibitors

**364**  
**参展 5 年或以上公司数目**  
Companies Have Been Participating for More Than 5 Years

**6,238**  
**参展商代表**  
Exhibitor Representatives



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View More Photos of  
CHINACOAT2022



## 参展目的 Exhibiting Objective(s)\* \* 可选多项 Multiple Answers Possible



## 参展国家及地区 Exhibitors' Origin

**15**

21 (2020)  
22 (2019)

### 亚太区 Asia Pacific

中国、中国香港特别行政区、中国台湾地区、日本、韩国  
China, Hong Kong SAR, Taiwan Region, Japan, Korea

### 欧洲 Europe

法国、德国、意大利、荷兰、西班牙、瑞典、瑞士、英国  
France, Germany, Italy, The Netherlands, Spain, Sweden, Switzerland, UK

### 美洲 America

加拿大、美国  
Canada, USA

**参展商认为参加「中国国际涂料展」是在中国及亚洲地区重要市场推广活动吗？**  
How important did exhibitors view their participation in CHINACOAT for their sales and marketing activities in China and Asia markets?



**参展商认为本届展览会参展成功吗？**  
How successful did exhibitors assess their participation this year?



特别鸣谢 2022 赞助参展商  
Special Thanks to 2022 Sponsors

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always solving

**CHTI** 中核钛白

**CZNA**

**WAX**  
Max Product Technology

**天特蜡粉**



中国境内 Domestic China

**33,224**

海外 Overseas

**203**

观众总人数 Total No. of Visitors

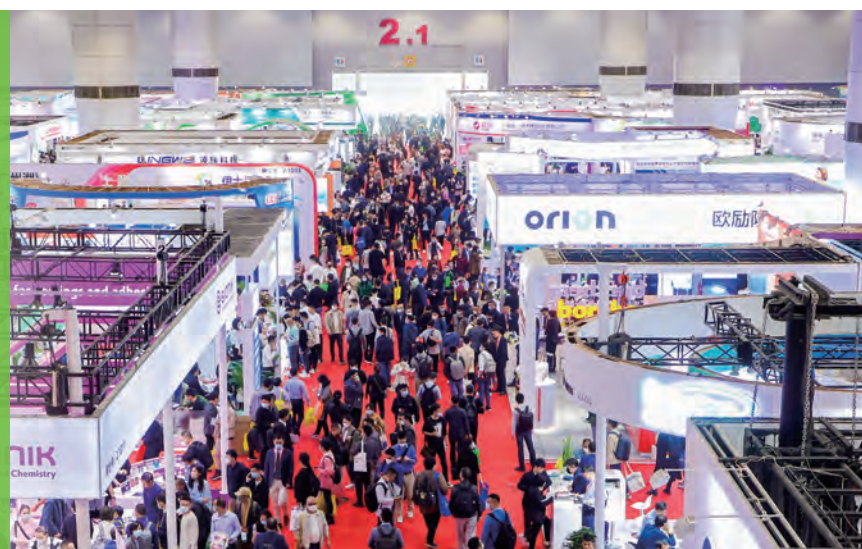
**33,427**

来自国家及地区 Visitors' Origins

**43**

参展商代表 Exhibitor Representatives

**6,238**



- 本届展览会吸引逾 33,400 名观众登记及出席，数据令人振奋！  
Over 33,400 visitors registered and attended the physical exhibition, the numbers exceeded our expectation!
- 本届展览会由 2022 年 11 月延期至 2023 年 2 月举行，刚开始放宽入境限制，但因申请签证需时，令海外观众大多未能赶上出席。  
CHINACOAT2022 was postponed from November 2022 to February 2023. China just began to relax its entry restrictions to travelers, thus overseas visitors were unable to attend due to the time required to apply visas.
- 「观众」及「参展商代表」数字并列，因为：  
Total Number of Visitors & Exhibitor Representatives are listed together because:
  - 「中国国际涂料展」是涂料行业重要平台，部份参展商同时为其他参展商的潜在买家，展览会期间会与其他参展商洽商；  
CHINACOAT is a business platform for the industry. Some exhibitors, by the nature of their businesses, are potential buyers for other exhibitors.
  - 部份专业观众或从参展商取得「参展商证件」入场参观。  
From our experience, some visitors may have received 'Exhibitor Badges' from their exhibiting suppliers to visit the exhibition.

## 观众来自国家 / 地区 Visitors by Countries/Regions

### 亚太区 ASIA PACIFIC

澳大利亚 Australia	1
中国 China	33,224
中国香港特别行政区 Hong Kong SAR, China	37
中国澳门特别行政区 Macau SAR, China	1
中国台湾地区 Taiwan Region, China	30
印度 India	3
印度尼西亚 Indonesia	1
伊朗 Iran	4
以色列 Israel	3

日本 Japan	5
哈萨克斯坦 Kazakhstan	1
韩国 Korea	7
黎巴嫩 Lebanon	1
马来西亚 Malaysia	11
缅甸 Myanmar	1
巴基斯坦 Pakistan	1
菲律宾 The Philippines	2
沙特阿拉伯 Saudi Arabia	1
新加坡 Singapore	5
泰国 Thailand	16
阿联酋 UAE	2
乌兹别克斯坦 Uzbekistan	1
越南 Vietnam	10

### 也门 Yemen

欧洲 EUROPE	6
阿尔巴尼亚 Albania	3
白俄罗斯 Belarus	2
德国 Germany	6
希腊 Greece	2
拉脱维亚 Latvia	1
罗马尼亚 Romania	1
俄罗斯 Russia	11
圣保罗和阿姆斯特丹 Saint Paul and Amsterdam	1
西班牙 Spain	1
土耳其 Turkey	7

### 美洲 AMERICA

巴贝多 Barbados	1
巴西 Brazil	1
加拿大 Canada	2
美国 USA	4

### 非洲 AFRICA

阿尔及利亚 Algeria	5
中非共和国 Central African Republic	1
埃及 Egypt	2
埃塞俄比亚 Ethiopia	1
坦桑尼亚 Tanzania	1

按省市计，中国境内观众最多来自  
In terms of provinces and cities in China, the largest number of visitors came from

59.32%	广东省 Guangdong Province	2.09%	湖南省 Hunan Province
8.89%	上海市 Shanghai	2.09%	福建省 Fujian Province
5.24%	江苏省 Jiangsu Province	1.85%	河南省 Henan Province
4.17%	浙江省 Zhejiang Province	1.73%	河北省 Hebei Province
2.84%	山东省 Shandong Province	1.72%	湖北省 Hubei Province



“我可看到「中国国际涂料展」的观众人群、合适的展品组合及参展商组合。我来寻找新供应商 / 新产品及新材料，尤其是涂料原材料、树脂、基料、助剂及溶剂等。  
I can see the visitorship at CHINACOAT — the crowd, the right mix and the right exhibitors. I am looking for new suppliers/products and new materials, especially raw materials for coatings, resins, binders, additives and solvents.”

**蒋轩 Jiang Xuan**  
前沿技术总监，康得新复合材料有限公司，中国江苏省  
Frontier Technology Director, Kangdexin Composite Material Group, Jiangsu Province, P.R. China

## 观众感兴趣的展品 Product Groups Visitors Were Interested In

55.95%	涂料 / 油漆 / 油墨 Coatings/Paints/Inks
44.29%	原材料 / 树脂 / 基料 Raw Materials/Resins/Binders
26.67%	颜料 Pigments
25.48%	助剂 / 溶剂 Additives/Solvents
20.24%	粘合剂 / 密封剂 Adhesives/Sealants
15.96%	粉末涂料 Powder Coatings
12.86%	固化技术及产品 Radcure Technologies/Products
8.10%	不粘涂料 Non-Stick Coatings
8.10%	生产 / 包装设备 Production/Packaging Machinery Equipment
6.67%	检测仪器 Testing Instruments
2.38%	工程服务 Engineering Services
1.67%	安全 / 健康 / 环保 Safety/Health/Environment



## 参观主要目的 Main Purpose of Visit

\* 可选多项  
Multiple Answers Possible

寻找新供应商 / 新产品 Sourced New Suppliers/Products	56.43%
寻找新材料 Sourced New Materials	41.67%
收集信息做采购决定 Collected Information for Making Purchasing Decisions	19.52%
约见客户 / 合作伙伴 Met with Clients/Partners	19.05%
寻找新合作伙伴 / 代理 Sought New Partners/Sales Agents	13.81%
收集最新技术和市场讯息 / 评估市场发展趋势 Collected Updated Market and Technology Information/Evaluated Market Trends	10.71%
参加同期举行技术交流话动，如专题技术讲座等 Attended Concurrent Technical Programmes, Such as Technical Seminars etc.	4.29%

## 观众评价 Visitors' Comments

**90.50%**

认为展览会规模  
Agreed CHINACOAT Was a Large-Scale Exhibition

**90.40%**

认为展示的产品及  
技术具吸引力  
Found Products and Technologies on Display Attractive

**90.00%**

对展览会整体印象良好  
Had Great Impression of the Exhibition

**90.00%**

同意参展商组合  
全面和优秀  
Affirmed Exhibitor Mix was Comprehensive

**87.20%**

认为同期  
技术交流丰富  
Agreed CHINACOAT Offered Sufficient Technical Programmes



“我在 3 天展期走访了不同展台及体验了不同产品，让我们感受到不少供应商在技术及产品上的创新。参观「中国国际涂料展」是一趟有趣的体验！  
After visiting booths and experiencing products in 3 days, it seems to us that many manufacturers are taking bold moves in technology and innovation. It is really interesting to visit CHINACOAT!”

**Marat Menyashv**  
高级研究员，OLBO，俄罗斯  
Senior Researcher, OLBO, Russia



“「中国国际涂料展」提供了一个难得的机会，可以让我们直接与各供应商建立联系。我与某些参展商进行了一些讨论，并对展览会的未来感到非常兴奋。  
CHINACOAT provides an incredible opportunity to dive straight into networking with various suppliers. I've had some discussions with certain exhibitors and am very excited for what the future holds for the exhibition.”

**Akash Kamble**  
涂料事业部总监，传化化学集团有限公司，印度  
Director of Coatings Division, Transfar Chemical India Private Limited, India



1,400+

观众参加「线上+线下」技术讲座  
Visitors Joined our Technical Seminars & Webinars



今年，技术讲座继续以「线上+线下」形式同步进行，未能赴广州的观众可通过线上观看直播及回播。25场「线上+线下」专题技术讲座共吸引1,418名观众参加，现场平均入座率接近100%。

Technical Seminars & Webinars were held again in a hybrid format, allowing visitors to join live and also watch playback even if they were unable to travel to Guangzhou. A total of 1,418 delegates joined our 25 sessions of Technical Seminars & Webinars, the average attendance of each onsite session was almost 100%.

部分观众来自的公司/行业协会/科研单位

Some Visitors were from Leading and Reputable Companies/Industry Associations/R&D Units



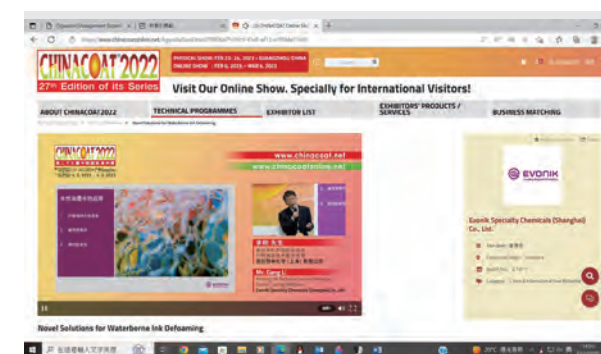
排名不分先后 Listed in no particular order

线上展览会推出全新活动  
——「技术短片分享」

Online Show Launched a New Event  
— Tech Talk Videos

主办单位今年再次设立线上展览会(www.chinacoatonline.net)，让观众于广州展览会期间及结束后，仍能通过线上平台继续参观至2023年3月6日。线上展全新活动——「技术短片分享」以视频方式向全球观众分享行业热门话题及最新技术资讯。

To help the industry stay connected, we created an Online Show (www.chinacoatonline.net) for international coatings community to visit and interact again this year. "Tech Talk Videos" was a new event this year where speakers shared their ideas, research results, developments and applications while presenting their talks in video format.



「技术短片分享」页面浏览人次  
Tech-Talk Videos Pageviews

3,036

观众来自国家/地区 Visitors by Countries/Regions

亚太区 ASIA PACIFIC		欧洲 EUROPE		美洲 AMERICA		非洲 AFRICA	
澳大利亚 Australia	14	白俄罗斯 Belarus	4	阿根廷 Argentina	4	阿尔及利亚 Algeria	3
巴林 Bahrain	2	比利时 Belgium	6	巴西 Brazil	43	埃及 Egypt	10
孟加拉 Bangladesh	8	丹麦 Denmark	2	加拿大 Canada	8	埃塞俄比亚 Ethiopia	1
柬埔寨 Cambodia	1	法国 France	4	智利 Chile	9	肯尼亚 Kenya	1
中国 China	4,845	德国 Germany	15	哥伦比亚 Colombia	6	摩洛哥 Morocco	1
中国香港特别行政区 Hong Kong SAR, China	70	意大利 Italy	14	厄瓜多尔 Ecuador	12	南非 South Africa	13
中国澳门特别行政区 Macau SAR, China	1	波兰 Poland	6	危地马拉 Guatemala	2		
中国台湾地区 Taiwan Region, China	96	葡萄牙 Portugal	2	墨西哥 Mexico	23		
印度 India	189	罗马尼亚 Romania	1	秘鲁 Peru	16		
印度尼西亚 Indonesia	36	俄罗斯 Russia	46	美国 USA	27		
伊朗 Iran	30	西班牙 Spain	20				
以色列 Israel	4	瑞典 Sweden	2				
日本 Japan	58	瑞士 Switzerland	4				
		土耳其 Turkey	25				
		泰国 Thailand	56				
		阿联酋 UAE	22				
		乌兹别克斯坦 Uzbekistan	2				
		越南 Vietnam	48				

44,592

线上展所有页面总浏览人次  
Total Pageviews of Online Show

参展商数据 EXHIBITOR DATA

线上展参展商  
(包括所有实体展参展商)  
Online Exhibitors  
(Including All Physical Exhibitors)

609

来自国家/地区  
Countries / Regions Origin

15

观众数据 VISITOR DATA

登入人数  
Visitors Log-In

6,076

来自国家/地区  
Countries / Regions Origin

59



# CHINACOAT®

中国 国际 涂 料 展

15-17.11.2023 • 上海 Shanghai



## 参展复常，重拾增长！

## Exhibit with Us and Return to Normal!



上海新国际博览中心  
Shanghai New International Expo Centre (SNIEC)

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- ▶ 中国设备、仪器及服务 China Machinery, Instrument & Services
- ▶ 国际设备、仪器及服务 International Machinery, Instrument & Services
- ▶ UV/EB 固化技术及产品 UV/EB Technology & Products
- ▶ 粉末涂料 Powder Coatings Technology

马上报名参展

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