

CHINACOAT[®] 2022

第二十七届中国国际涂料展

● 6-8.12.2022 ● 广州 Guangzhou

CHINACOAT

CHINACOAT

中国进出口商品交易会展馆 A 区 • 广州
Area A, China Import and Export Fair Complex, Guangzhou

成就机遇，与行业持续发展 Partner with the Industry to Move Forward



捕捉大湾区机遇 —— 国家重点发展区域
Greater Bay Area — Important Region for
Development in Coming Years



Expo
新展星展(深圳)有限公司
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CHINACOAT EXHIBITION LTD.
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涂料业界年度盛事 An Annual Event for Our Industry

自1996年起,「中国国际涂料展 CHINACOAT」为参展商提供挖掘市场潜力及提高业务增长的平台。2020年广州展览会来自20个国家/地区超过22,200名观众和来自21个国家/地区超过710家参展商共同参与。虽然这些数据均较以往逊色,然而在全球疫情影响下成绩尚可接受。同时由于疫情原因,展览会由2020年起推出全新线上平台,以混合形式为不能参加实体展览会的行业人士提供「线上+线下」商机。2022年「中国国际涂料展 CHINACOAT」重临广州,帮助行业开启增长新机遇!

CHINACOAT has been offering a platform for the industry to leverage market potential and pursue business growth since 1996. Our 2020 Guangzhou edition attracted over 22,200 trade visitors from 20 countries/regions, together with over 710 exhibitors from 21 countries/regions. On the surface, these data were far lower than previous editions. But under the effects of global pandemic, these results should be considered acceptable. CHINACOAT has also launched a new online platform since 2020 due to the pandemic, aiming to bring industry players together and help them to match businesses in an 'Online + Offline' hybrid format. CHINACOAT2022 will be staged in Guangzhou again, allowing exhibitors to unlock business growth potential!

捕捉大湾区机遇 —— 国家重点发展区域 Greater Bay Area — Important Region for Development in Coming Years



- 涵盖9个城市及2个特别行政区的大城市群,总面积约5.6万平方公里
 A Megalopolis with 9 Cities and 2 Special Administrative Regions, total area is around 56,000 km²
- 总人口达8千6百20多万人
 Total Population of 86.2 Million
- 生产总值达\$1.97万亿美元
 GDP of US\$1.97 Trillion
- 基础设施项目快速增长
 Fast-Growing Infrastructural Projects Underway
- 全国主要生产基地,对建筑、汽车、家具及工业用涂料需求大
 Nation's most important manufacturing base. High demand for coatings of buildings, automotive, furniture & industrial uses



参加领先展会，捕捉机遇

Benefit from Exhibiting in a Leading Show

国内经济稳定向前，推动涂料市场

The Economical Growth of the Country Drives the Industry Moving Forward

2021 年全球 GDP 以 5.9% 增长率反弹，为近 50 年来最快增速，2022 年全球增长率则预计为 3.6%。即使疫情持续，2022 年亚洲经济预计仍以 5.2% 增长率反弹。国际货币基金组织报告预测，2022 年中国增长率为 4.4%。

World GDP bounced back with a growth rate of 5.9% in 2021, the fastest in nearly 5 decades, and is projected to grow 3.6% in 2022. Even as the pandemic persists, Asia is forecast to sustain strong rebound with an anticipated growth rate of 5.2% in 2022. International Monetary Fund's report projects China to grow at 4.4%.

亚太地区继续主导全球涂料市场

Asia Pacific Continues to Dominate Global Coatings Market

亚太地区是全球最大涂料市场，2020 年占比 55%。中国是全球最大涂料生产和消费国，分别占亚太及全球市场 60% 及 28%，同时是需求增幅最大国家。亚太地区人均涂料需求仍有很大增长空间——即使是中国，其人均涂料消费量每年仅为 7.2 公斤，而德国等工业化国家人均涂料消费量达每年 18 公斤。

Asia Pacific is the world's largest coatings market, accounting for 55% in 2020. China is the world's largest coatings producer and consumer, accounting for 60% and 28% of Asia Pacific and global markets respectively, and is also the country with largest increase in demand. Asia Pacific's per capita demand for coatings still has significant room for growth—even in China, with only 7.2kg per capita coatings consumption per year as compared to industrialized countries like Germany, which is around 18kg per capita per year.

中国大湾区规划刺激涂料需求

China Greater Bay Area Spurs Coatings Demand

粤港澳大湾区（大湾区）拥有由 8.6 千万人组成的多元化经济和消费市场。2021 年大湾区国内生产总值（GDP）达 1.97 万亿美元，人均 GDP 接近 2 万美元，汇聚众多世界 500 强企业（比纽约湾区多）、创新技术公司和先进制造业。政策扶持下，大湾区正进行大量基础设施项目，例如大湾区机场群，对涂料的高需求为行业创造商机。

The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) is a vibrant consumer market made up of 86 million residents and a diversified economy, with a GDP of US\$1.97 trillion and a per capita GDP of about US\$20K in 2021. GBA has high concentration of Fortune 500 companies, more than that of New York Bay Area, and houses many innovative technology companies and advanced manufacturing industries. With favourable policies, large number of infrastructure projects are underway in the area, such as establishment of airport clusters, thereby upholding high coatings demand.

受益于强劲涂料需求

Benefited from Strong Coatings Demand

2021 年全球涂料行业恢复活跃，并有望随着疫情影响消退强劲反弹，主要受汽车、建筑、运输和消费品等终端用户行业涂料消费量快速增长带动。其它需求包括来自发展中国家不断增加的生产和基础设施建设活动、发达国家持续进行的自己动手做（DIY）家居装修活动及全球汽车生产和拥有量增加等。

Global coatings industry experienced strong recovery in 2021, resulting from rapid growth in coatings consumption in some end-user industries such as automotive, architecture, transportation and consumer goods. The market is poised to rebound vigorously as the pandemic recedes, due to rising manufacturing activities and infrastructure construction in developing countries, growing DIY activities in developed countries and global increases in motor vehicle production and ownership.

高增速终端应用领域，推动市场增长

Fast-Growing End-Use Applications Propel Market Growth

尽管疫情对不少终端用户行业造成负面影响，但个人防护设备（PPE）、食品包装、医疗卫生保健和基建等下游应用领域复苏速度快于预期，并在 2021 年及其后继续推动涂料销量。伴随 VOC 排放量逐步收紧，市场对更环保的绿色涂料产品需求不断增加，例如 UV/EB 固化涂料、高固体分涂料、粉末涂料和水性涂料。

Though the pandemic negatively affected various end-user industries, personal protective equipment (PPE), food packaging, medical & healthcare and infrastructure are witnessing quicker than expected recovery, continuing to drive coatings market in 2021 and beyond. Rising awareness on VOC emissions also results in rising demand for more environmentally friendly coating products such as UV/EB coatings, high solids, powder coatings and water-borne coatings.



充满挑战的 2020 年，庆幸成绩尚可接受

CHINACOAT2020 Closed with Reasonable Results in A Year Full of Uncertainties



观众数据 Visitor Data

观众总人数
Total No. of Visitors

22,213

中国境内
Domestic China

22,135

中国境外
Overseas

78

来自 20 个国家 / 地区 From 20 Countries/Regions

亚太区 ASIA PACIFIC

中国境内 Domestic China 22,135
中国香港特别行政区 18
Hong Kong SAR, China
中国澳门特别行政区 1
Macau SAR, China
中国台湾地区 34
Taiwan Region, China

印度 India 1
伊朗 Iran 2
日本 Japan 7
韩国 Korea 1
马来西亚 Malaysia 1
新西兰 New Zealand 1
泰国 Thailand 1

美洲 AMERICA

加拿大 Canada 2

欧洲 EUROPE

德国 Germany 1
意大利 Italy 1
荷兰 Netherlands 1

俄罗斯 Russia 1

土耳其 Turkey 2

非洲 AFRICA

阿尔及利亚 Algeria 1
埃塞俄比亚 Ethiopia 1
肯尼亚 Kenya 1



线上展览会 Virtual Show*

观众和参展商通过线上展览会在线互动交流。线上展览会开放至 2021 年 2 月 6 日。
A Virtual Show was launched to facilitate visitors and exhibitors to meet online. The Virtual Show remained available until February 6, 2021.

注册观众
Registered Visitors

27,635

登陆页面浏览人次
Landing Page Pageviews

45,742

来自 82 个国家 / 地区 From 82 Countries/Regions

亚太区 ASIA PACIFIC

亚美尼亚 Armenia 1
澳大利亚 Australia 35
阿塞拜疆 Azerbaijan 1
孟加拉 Bangladesh 12
汶莱 Brunei 2
柬埔寨 Cambodia 1
中国境内 24,678
Domestic China
中国香港特别行政区 145
Hong Kong SAR, China
中国台湾地区 347
Taiwan Region, China
印度 India 301
印尼 Indonesia 126
伊朗 Iran 56
以色列 Israel 13
日本 Japan 163
约旦 Jordan 10

哈萨克 Kazakhstan 1
韩国 Korea 366
科威特 Kuwait 1
黎巴嫩 Lebanon 2
马来西亚 Malaysia 130
缅甸 Myanmar 1
新西兰 New Zealand 8
巴基斯坦 Pakistan 41
巴布亚新几内亚 1
Papua New Guinea
菲律宾 The Philippines 51
卡塔尔 Qatar 2
沙特阿拉伯 Saudi Arabia 21
新加坡 Singapore 77
斯里兰卡 Sri Lanka 10
叙利亚 Syria 1
泰国 Thailand 121
阿联酋 UAE 27
乌兹别克斯坦 Uzbekistan 6

越南 Vietnam 70

欧洲 EUROPE

奥地利 Austria 10
白俄罗斯 Belarus 10
比利时 Belgium 7
克罗地亚 Croatia 1
捷克 Czech Republic 3
丹麦 Denmark 1
爱沙尼亚 Estonia 1
芬兰 Finland 6
法国 France 24
德国 Germany 76
希腊 Greece 5
意大利 Italy 68
卢森堡 Luxembourg 1
荷兰 The Netherlands 16
挪威 Norway 1
波兰 Poland 17

葡萄牙 Portugal 5

罗马尼亚 Romania 5

俄罗斯 Russia 89

斯洛文尼亚 Slovenia 4

西班牙 Spain 37

瑞典 Sweden 9

瑞士 Switzerland 19

土耳其 Turkey 39

乌克兰 Ukraine 9

英国 United Kingdom 32

美洲 AMERICA

阿根廷 Argentina 6

玻利维亚 Bolivia 1

巴西 Brazil 97

加拿大 Canada 20

智利 Chile 6

哥伦比亚 Colombia 6

哥斯达黎加 Costa Rica 4

多米尼加共和国 1

Dominican Republic

厄瓜多尔 Ecuador 4

危地马拉 Guatemala 1

墨西哥 Mexico 10

巴拉圭 Paraguay 1

秘鲁 Peru 7

美国 USA 85

非洲 AFRICA

阿尔及利亚 Algeria 3

埃及 Egypt 33

肯尼亚 Kenya 1

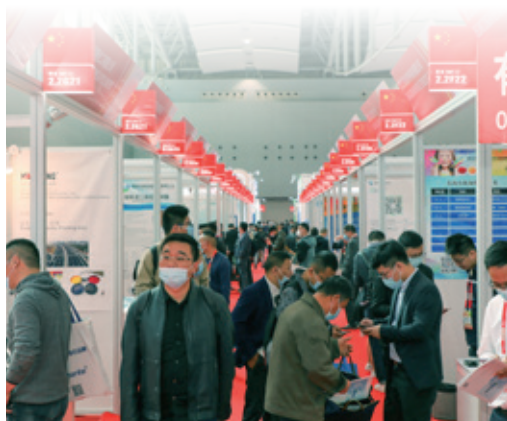
摩洛哥 Morocco 4

尼日利亚 Nigeria 1

南非 South Africa 10

苏丹 Sudan 2

突尼斯 Tunisia 9



参展商数据 Exhibitor Data

广州实体展
Ground Show

714

线上展览会
Virtual Show

32

来自国家 / 地区
Countries/Regions of Origin

21

首次参展公司
New Exhibitors

155 (21.7%)

上届 2020 广州展观众数据分析

Results of our Last 2020 Guangzhou Show

参观主要目的 Main Reasons for Visit

49.39%

寻找新材料
Sourced New Materials

47.26%

寻找新供应商/新产品
Sourced New Suppliers / Products

18.90%

收集新技术和市场信息 / 评估市场发展趋势
Collected Updated Market & Technology Information/Evaluated Market Trends

17.99%

收集信息做采购决定
Collected Information for Making Purchasing Decisions

17.99%

寻找新合作伙伴/代理
Sought New Partners / Sales Agents

5.18%

参加同期举行技术交流活动，如专题技术讲座等
Attended Concurrent Technical Programmes, such as Technical Seminars, etc

来自行业 Sectors Where Visitors Were From

油漆 / 涂料
Paint / Coatings

61.59%

印刷油墨
Printing Inks

22.87%

助剂 / 溶剂
Additives / Solvents

17.68%

其它原材料 / 化学品
Other Raw Materials / Chemicals

16.16%

颜料
Pigments

8.54%

粘合剂/密封胶
Adhesives / Sealants

6.10%

测量 / 测试
Measurement / Testing

1.22%



感兴趣展品 Interested Product Groups

涂料 / 油漆 / 油墨
Coatings / Paints / Inks

58.54%

原材料 / 树脂 / 基料
Raw Materials / Resins / Binders

54.88%

助剂 / 溶剂
Additives / Solvents

28.35%

颜料
Pigments

25.00%

粉末涂料
Powder Coatings

10.67%

生产 / 包装设备 Production / Packaging Machinery Equipment

10.06%

检测仪器
Testing Instruments

10.06%

粘合剂 / 密封胶
Adhesives / Sealants

9.76%

固化技术及产品
Rad-Cure Technologies / Products

9.45%

安全 / 健康 / 环保
Safety / Health / Environment

7.32%

不粘涂料
Non-Stick Coatings

4.57%

工程服务
Engineering Services

3.66%

职级分类 Job Title



25.30%
销售 / 市场营销
Sales/Marketing



19.82%
研发人员
R&D



16.16%
管理人员
Management



12.20%
工程人员
Engineer



9.45%
经理 / 厂长
Manager/
Plant Manager



8.23%
采购人员
Purchasing



6.10%
总工程师 / 高工
Chief/Senior
Engineer



1.52%
生产人员
Production

观众及参展商评价 Visitors & Exhibitors' Testimonials

观众对展览会评价普遍正面 Visitors' Comments Are Generally Positive

整体印象良好
Good Overall Impression

92.39%



展示产品及技术具吸引力
Products & Technologies on Display Attractive

90.25%



参展商组合全面及优秀
Comprehensive Exhibitor Mix

89.03%



参展商普遍认为展览会对业务有帮助 Most Exhibitors Agreed CHINACOAT Could Help Their Businesses

巩固现有销售渠道
Consolidated Existing Sales Channels

93.26%



强化品牌或企业形象
Strengthened Brand or Corporate Image

91.27%



开发新市场、寻找新客户、与潜在客户建立关系
Developed New Markets, Found New Customers & Built Relationships with Prospects

88.48%



观众评价 Visitors' Comments

“ 尽管今年展览会受疫情影响，但我仍可找到一定数量的原材料供应商。不少参展商的技术和解决方案能力不仅没受影响，反倒有所提升。

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



Youb Mohammed Amine

摩纳哥 Opéra Peinture 有限公司，采购经理
Sourcing Manager, Opéra Peinture (Monaco)



参展商评价 Exhibitors' Comments

“ 中国涂料市场逐步进入成熟阶段，今后会向更环保、节能、经济及智能方向发展。抗菌涂料将来会有很大发展机会。

China's coatings industry is becoming more mature, and is developing towards more environmentally friendly, energy-saving and intelligent direction. We see there will be a significant growth in demand for antimicrobial and antibacterial coatings in future.



黄杰勇 Huang Jieyong

先创化学品，总经理
General Manager, Synthron



展出内容 Scope of Exhibits

生产涂料、油墨及粘合剂的原材料

油及脂肪酸、自然/合成树脂及中间体、颜料、填充剂、填料及染料、溶剂及增塑剂、催干剂、杀菌剂及防腐剂、功能助剂*、功能材料、功能及智能涂料及油墨、纳米技术
* 包括：增稠剂、表面活性剂、颜料分散剂、乳化剂、交联剂、消泡剂/抑泡剂、防结皮剂、流平剂、杀菌剂、催干剂、稳定剂、蜡类等

生产/包装设备及装置

大规模生产设备及其装置、混料器/搅拌机及高速分散机、装卸及包装、分料、装料及混合/调色系统、自动化及内部管理、过滤器、泵、计量仪/称重装置、研磨机、混料器/搅拌机及其配件、颜色分散机、包装及贴标釜机

粉末涂料

适合终端应用的树脂及颜料、挤压机/挤出机/捏合机及其它生产设备、紫外线及 NIR 固化粉末涂料、异氰酸酯三缩水甘油酯系统、改善分散性及应用固体溶剂、用于温度敏感底材的粉末涂料、聚酯代替物、金属效果粉末涂料

UV/EB 固化技术及产品

- 原材料：活性稀释剂（单体）、低聚物、光引发剂、颜料、助剂等
- 配方产品：UV 涂料、UV 油墨、UV 粘合剂、印刷版材、光致抗蚀剂、印制电路用 UV 油墨、干膜、光成像油墨、光铸、表面光接枝等
- 光源和设备：UV 光源、电子束设备、光固化设备、涂装设备、材料性能测试仪器（涂料、油墨、粘合剂用）、UV 剂量仪等

质检及研发用测量及测试

颜色及其它视觉特征、测量及测试的创新、干膜及机械性能（包括耐久性）、化学特性、油漆特征（粘度、流变性、湿润性等）、表面分析

安全、健康、环境及其它服务

日常厂房管理、废水/废气/废渣处理、包装及废水/废物的减少、环保及安全设备、技术信息、回收、卫生及易洁表面、环保技术、顾问

各种涂料、油墨及粘合剂产品

Raw Materials for Producing Coatings, Inks & Adhesives

Oils & Fatty Acids, Natural/Synthetic Resins & Intermediates, Pigments, Fillers, Extenders & Dyes, Solvents & Plasticisers, Driers, Biocides & Fungicides, Functional Additives*, Performance Materials, Functional & Smart Coatings & Inks, Nanotechnology

* Such as Thickeners, Surfactants, Dispersants, Emulsifiers, Crosslinking Agents, Anti-Foaming Agents, Anti-Skinning Agents, Levelling Agents, Biocides, Driers, Stabilisers, Waxes, etc.

Production/Packaging Plants & Installations

Bulk Manufacturing, Mixers & Dissolvers, Handling & Packaging, Dispensers, Filling & Blending/Tinting Systems, Automation & Housekeeping, Filters, Pumps & Metering Devices, Mills, Mixers & Accessories, Production & Laboratory Types, Colour Dispensing, Packaging & Labelling Machines

Powder Coatings Technology

'Fit-for-Purpose' Resins & Pigments, Extruders & Other Production Machineries, UV & NIR Curing Powder Coatings, TGIC Systems, Solid Solvents to Improve Dispersion & Application, Powder Coatings for Temperature Sensitive Substrates, Alternatives for Polyester, Metallic Effects Powder Coatings

UV/EB Technology & Products

- Raw Materials, such as Reactive Diluents (Monomers), Oligomers, Photoinitiators, Pigments, Additives, etc.
- Formulated Products, such as UV Coatings, UV Inks, UV Adhesives, Printing Plates, Photoresists, UV Inks for PCB, Dry Films, Optical Imaging Inks, etc.
- Irradiation Equipment, such as UV Lamp, Electron Beam Devices, Light Curing Equipment, Coating Equipment, Material Properties Testing Equipment, and UV Dosimeters

Measurement & Testing of Coatings for QC/R&D

Colour & Other Visual Properties, Innovations in Measurement & Testing, Dry Film & Mechanical Properties (Including Durability), Chemical Characterisation, Wet Paint Characterisation (Viscosity, Rheology, Wetting Behaviour, etc.), Surface Analysis

Safety, Health & Environment (SHE) & Other Services

Daily Plant Management, Wastewater/Solid Waste/Emission Treatment, Packaging & Waste Reduction, Environmental Conservation & Safety Equipment, Technical Information, Recycling, Hygienic & Easy Clean Surfaces, Green Technology, Consultancy

Coatings, Printing Inks & Adhesive Products



2022 年 12 月 6-8 日 (周二至周四)
December 6-8, 2022 (Tuesday - Thursday)

中国进出口商品交易会展馆 A 区
Area A, China Import and Export Fair Complex
中国广州市海珠区阅江中路 380 号
380 Yuejiang Middle Road, Haizhu, Guangzhou, P. R. China



5 个展区 EXHIBIT ZONES

中国+国际原材料
China & International Raw Materials

中国设备、仪器及服务
China Machinery, Instrument & Services

国际设备、仪器及服务
Int'l Machinery, Instrument & Services

UV/EB 固化技术及产品
UV/EB Technology & Products

粉末涂料
Powder Coatings Technology

同期举行
Co-located Exhibition



参展费用 Costs of Participation[#]

标准展位 SHELL-SCHEME EXHIBIT SPACE

每平方米400美元 / 人民币2,650元[◇]
US\$400 / RMB¥2,650[◇] per sq.m.

[◇]另加6%增值税 Plus 6% VAT

- 含场地管理费
Hall Management Fee included
- 最少9平方米 Minimum Size: 9 sq.m.
- 展台配套包括围板、地毯、招牌板、基本照明和家具
Stand-fittings, laminated panels, carpet, fascia, basic lighting and furniture included



展台设计只供参考
For reference only

尊贵标摊展位 PREMIUM SHELL-SCHEME EXHIBIT SPACE

每平方米450美元 / 人民币3,000元[◇]
US\$450 / RMB¥3,000[◇] per sq.m.

[◇]另加6%增值税 Plus 6% VAT

- 位于「中国+国际原材料」展区中心地段
Located in prime area of "China & International Raw Materials" exhibit zone
- 含场地管理费
Hall Management Fee included
- 展台面积须为9-27平方米 Exhibit Size: 9-27 sq.m.
- 展台配套包括围板、地毯、招牌板、基本照明和家具 (与标准展位相同)
Stand-fittings, laminated panels, carpet, fascia, basic lighting and furniture included (same items as shell-scheme exhibit space)

备注 Note:
不可改为光场地或自行搭建特装展位
Cannot be converted to raw exhibit space

光场地 RAW EXHIBIT SPACE

每平方米370美元 / 人民币2,450元[◇]
US\$370 / RMB¥2,450[◇] per sq.m.

[◇]另加6%增值税 Plus 6% VAT

- 含场地管理费
Hall Management Fee included
- 最少27平方米 Minimum Size: 27 sq.m.
- 参展商可选择交大会指定或自雇搭建商搭建展台
Exhibitors can appoint official contractor or their own contractors for stand building



附加费用 Surcharge*: ■ 两面开口 2-side open +5% ■ 三面开口 3-side open +7.5% ■ 独立展台 Island Booth +10%

* 适用于标准展位、尊贵标摊展位及光场地 Applies to shell-scheme, premium shell-scheme and raw exhibit spaces

[#] 主办单位保留最终对参展费用更改权利 (如需要)。The Organizers reserve the final right to change the participation fee should the need arise.

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