

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

## 观众 / 参展商数据及分析 VISITORS/EXHIBITORS STATISTICS & ANALYSIS

### A 登记出席人员总数：观众及参展商代表 Total Number of Attendance: Registered Visitors & Exhibitor Representatives

	中国境内观众 Domestic China Visitors	海外观众 Overseas Visitors	观众总计 Total Number of Visitors	参展商代表总计 Exhibitor Representatives	观众 + 参展商总计 Total Number of Visitors & Exhibitors
现场观众 PHYSICAL SHOW VISITORS	<b>33,224</b> 22,135 (2020) 32,666 (2019)	<b>203</b> 78 (2020) 5,342 (2019)	<b>33,427</b> 22,213 (2020) 38,008 (2019)	—	<b>39,665</b> 29,387 (2020) 57,429 (2019)
参展商代表 EXHIBITOR REPRESENTATIVES	—	—	—	<b>6,238</b> 7,174 (2020) 19,421 (2019)	

**备注**  
**NOTE**

- 本届展览会吸引逾 33,400 名观众登记及出席，数据令人振奋！
- 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。
- Over 33,400 visitors registered and attended the physical exhibition, the numbers exceeded our expectation!
- 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.

### B 参观人数及总人次 Total Number of Registered Visitors & Visiting Man Trips

	22.2.2023 展期第一天 DAY 1	23.2.2023 展期第二天 DAY 2	24.2.2023 展期第三天 DAY 3	总计 TOTAL
首次入场观众人数 ★ No. of Debuting Visitors	<b>20,927</b> 14,355 (2020) 27,049 (2019)	<b>10,930</b> 7,247 (2020) 10,043 (2019)	<b>1,570</b> 611 (2020) 916 (2019)	<b>33,427</b> 22,213 (2020) 38,008 (2019)
再入场观众人数 ★ No. of Returning Visitors	—	<b>6,541</b> 3,783 (2020) 17,912 (2019)	<b>1,582</b> 641 (2020) 5,806 (2019)	—
当天参观总人次 Total Man-Trips on That Day	<b>35,079</b>	<b>30,312</b>	<b>4,143</b>	<b>69,534</b>

★ **首次入场观众**：当天首次出席观众。  
★ **再入场观众**：展期第一天或 / 及第二天曾进场参观、而第二天、第三天再次入场参观观众。  
★ **Debuting Visitors**: Total Number of Visitors Attending the Exhibition for the First Trip.  
★ **Returning Visitors**: Visitors Re-Visiting the Exhibition after the First Trip.

**备注**  
**NOTE**

- 超过 8,123 名观众 (6,541 + 1,582) 参观两天或以上。
- Over 8,123 visitors (6,541 + 1,582) spent more than one day to visit the Exhibition.

### 参展商数据及分析

### EXHIBITOR STATISTICS & ANALYSIS

#### 参展商数据 EXHIBITOR DATA

	海外地区 Overseas	香港特区及台湾地区 Hong Kong SAR & Taiwan Region	中国境内 Domestic China	总计 TOTAL
代表公司 No. of Exhibiting Companies	82 91 (2020) 310 (2019)	8 16 (2020) 37 (2019)	518 607 (2020) 920 (2019)	608 714 (2020) 1,267 (2019)
首次参展公司 No. of New Exhibitors	9 8 (2020) 58 (2019)	0 2 (2020) 4 (2019)	94 145 (2020) 125 (2019)	103 155 (2020) 187 (2019)
参展商代表国家 / 地区 Countries / Regions Represented	—	—	—	15 21 (2020) 32 (2019)

#### 备注 NOTE

- 本届展览会有 364 家公司最少曾参展 5 年，占整体参展商 60%。
- 筹办本届展览会时疫情仍未明朗，但最终参展商数目令人鼓舞，特别是仍有不少新参展商参展：103 家公司首次参展，占整体参展商 16.9%。
- A total of 364 companies have been participating in CHINACOAT series of exhibition for more than 5 years, accounting for 60% of the total number of exhibitors.
- There was a good number of New Exhibitors: 16.9% (103) were New Exhibitors!

### 展览会同期举行技术交流数据及分析

### CONCURRENT TECHNICAL PROGRAMMES: STATISTICS & ANALYSIS

#### 「线上」+「线下」专题技术讲座 Technical Seminars & Webinars

讲座类型 Type of Session	场数 No. of Sessions	观众类型 Attendee Type	出席人数 No. of Attendees
现场讲座 + 线上直播 ONSITE + ONLINE	24	现场出席人数 (约) Onsite Attendees (Approximately)	1,064
现场讲座 (不设线上直播) ONSITE Only	1	观看线上直播人数 Online Attendees (Including LIVE Attendees only)	354
总场数 Total No. of Sessions	25	总人数 Total No. of Attendees	1,418

#### 备注 NOTE

- 本届「技术讲座」作为疫后首个行业展览会的同期活动，平均入座率接近 100%，展前报名人数更是座位数的 2 倍。
- 今年「技术讲座」提供「线上直播」及「线上重播」方式观看，已登记观众可于 2023 年 3 月 6 日前随时线上观看重播。
- Technical Seminars were the concurrent event of CHINACOAT. The average attendance of each session was almost 100%.
- Webinars are available to be viewed online (LIVE & REPLAY), registered visitors can view REPLAY of selected sessions until March 6, 2023.

**线上展览会数据**  
**ONLINE SHOW STATISTICS**

线上展开通日期: 2023 年 2 月 6 日 — 3 月 6 日  
 Online Show was launched from February 6-March 6, 2023

参展商数据 Exhibitors Data	总计 Total Number	观众数据 Visitors Data	总计 Total Number
线上展参展商 (包括所有实体展参展商) Online Exhibitors (Including All Physical Exhibitors)	609	登入人数 Visitors Log-In	5,768
来自国家 / 地区 Countries / Regions Origin	15	来自国家 / 地区 Countries / Regions Origin	59

「线上展」页面浏览人次 Pageviews on www.chinacoatonline.net	总计 Total Number
所有页面总浏览人次 Total Pageviews	39,593
「线上」专题技术讲座页面* Technical Webinars*	1,092
技术短片分享页面 Tech-Talk Videos	2,304

\* 数据截至 2023 年 3 月 1 日  
 Statistics updated as of March 1, 2023

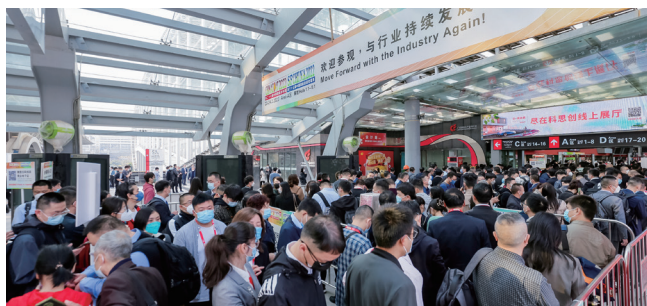


**浏览更多展览会图片**  
**View More Photos of CHINACOAT2022**

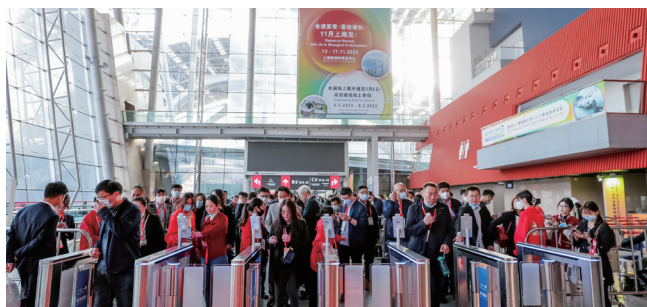
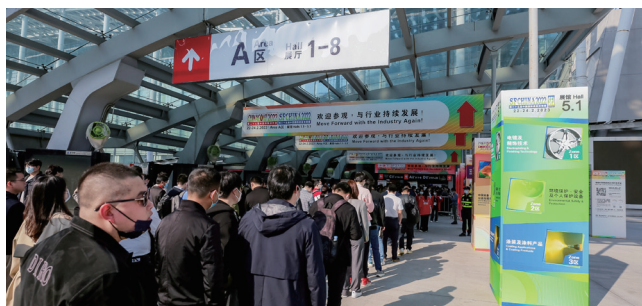
详细展览会报告将于 2023 年 3 月下旬至 4 月上旬发布。  
 Full Post-Exhibition Report will be published at the end of March to early of April, 2023.



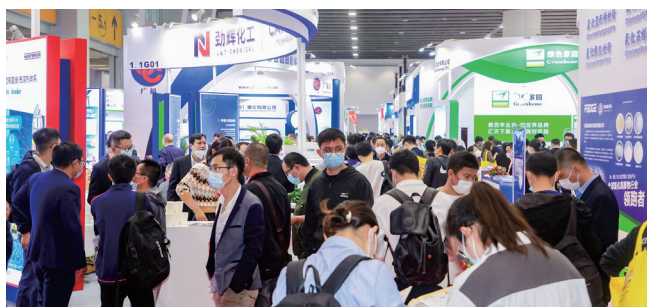
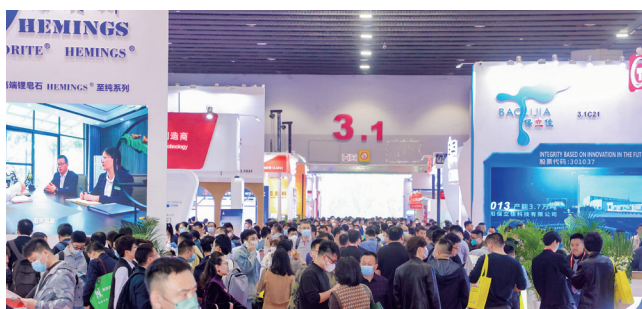
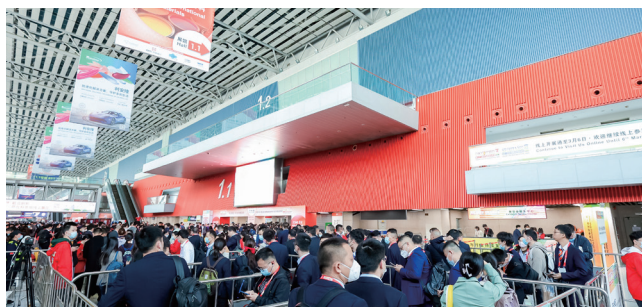
**广州展览会现场回顾**  
**SNAPSHOTS FROM CHINACOAT2022 GUANGZHOU**



观众在 2 月 22 日展览会第一天早上有序排队进场。  
 Visitors queued up to enter the venue on February 22 morning, Day 1 of the Exhibition.

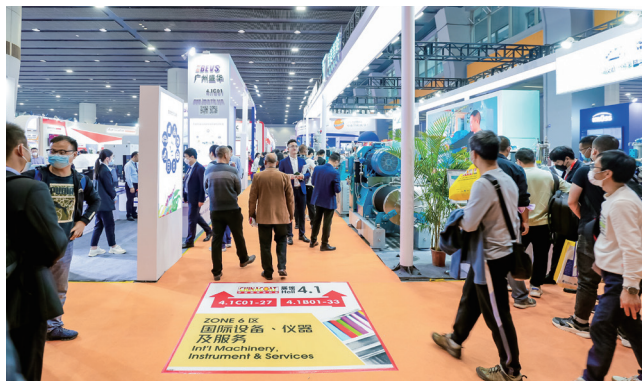
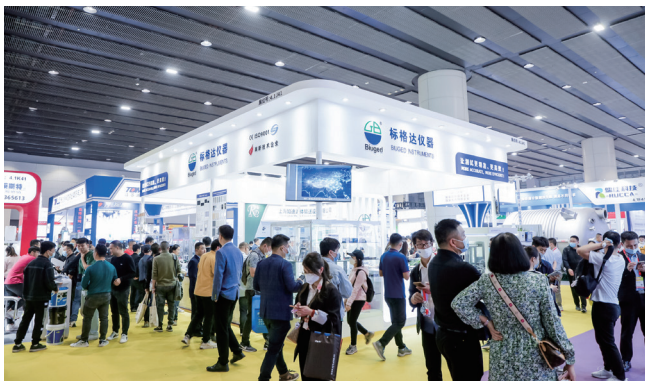


三天展期共吸引 33,427 观众。  
 A total of 33,427 visitors attended CHINACOAT2022 Guangzhou within 3 days of the Exhibition.



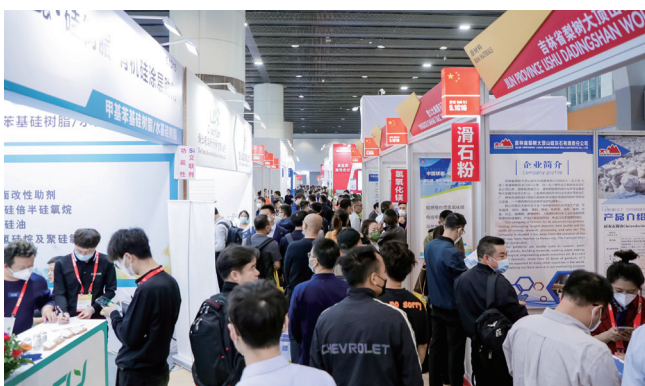
展览会共划分为五大展区，共 608 家行业供应商参展，其中原材料参展公司超过 430 家 (70.72%)。  
 CHINACOAT2022 brought together 608 Exhibitors. The exhibition occupied 5 halls, comprising 5 exhibit zones, of which over 430 (70.72%) were raw material suppliers.





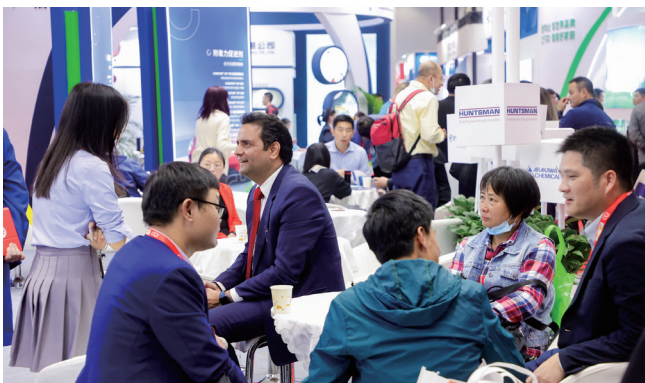
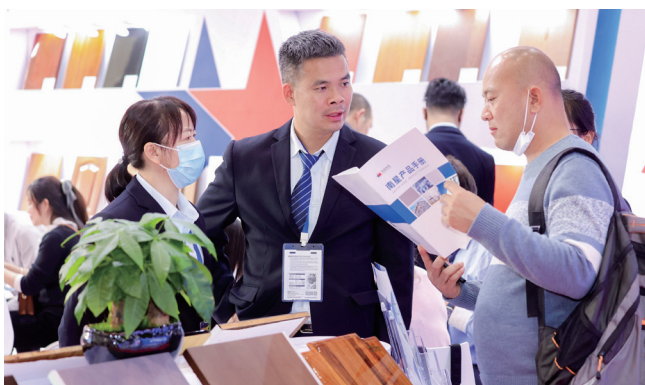
超过 170 家公司于生产设备及仪器、粉末涂料及 UV/EB 固化技术专题展区展出。

More than 170 companies exhibited in "Production Machinery and Instrument", "Powder Coatings" and "UV/EB Technology and Products" exhibit zones.



展览会同时设有标准展台及尊贵标准展台给中小型参展商选择。

Standard and Premium Shell-Scheme exhibit spaces were set up to specifically cater for small- and medium-sized exhibitors.



来自不同国家 / 地区的观众与参展商在展览会现场互动频繁，为业务带来商机。

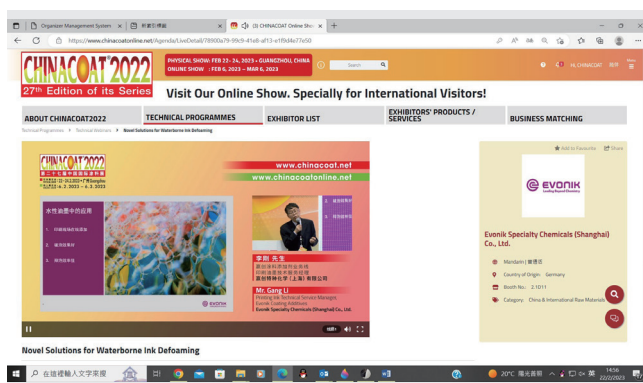
Visitors enjoyed networking opportunities with exhibitors on the exhibition floor.





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。

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.



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信息。行业人士可线上观看技术短片至3月6日。  
“Tech Talk Videos” is a new event this year where speakers shared their ideas, research results, developments and applications while presenting their talks via videos. Viewers can watch playback until March 6, 2023.



浏览更多展览会图片  
View More Photos of CHINACOAT2022

详细展览会报告将于2023年3月下旬至4月上旬发布。  
Full Post-Exhibition Report will be published at the end of March to early of April, 2023.