

参观数据令人鼓舞，反映行业逐步复苏

SATISFYING VISITING DATA CONFIRMS RECOVERY OF THE INDUSTRY

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

登记出席总人数：观众及参展商代表

Total Number of Attendance: 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	34,305 33,224 (2022) 32,666 (2019)	4,318 203 (2022) 5,342 (2019)	38,623 33,427 (2022) 38,008 (2019)	—	54,516 39,665 (2022) 57,429 (2019)
参展商代表 EXHIBITOR REPRESENTATIVES	—	—	—	15,893 6,238 (2022) 19,421 (2019)	

备注 REMARKS

- 本届展览会共 38,623 名观众登记及出席，数据令人满意！
- 展览会自 2019 年后重临上海，国外观众数字明显重拾增长，不少观众来自中东、东盟等新兴市场。
- 38,623 visitors registered and attended the physical exhibition. The figure is satisfying!
- CHINACOAT returned to Shanghai after last staged there in 2019. Number of overseas visitors increased from the last 2022 Guangzhou exhibition. Many came from emerging markets such as the Middle East and ASEAN.

参观人数及总人次

Total Number of Visitors & Visiting Man Trips

	15.11.2023 展期第一天 DAY 1	16.11.2023 展期第二天 DAY 2	17.11.2023 展期第三天 DAY 3	总计 TOTAL
首次进场观众人数 * No. of Debuting Visitors	27,090 20,927 (2022) 27,049 (2019)	10,472 10,930 (2022) 10,043 (2019)	1,061 1,570 (2022) 916 (2019)	38,623 33,427 (2022) 38,008 (2019)
再进场观众人数 * No. of Returning Visitors	—	14,947 6,541 (2022) 17,912 (2019)	3,692 1,582 (2022) 5,806 (2019)	—
当天参观总人次 Total Man-Trips on That Day	36,658	32,354	5,452	74,464

- ★ 首次进场观众：当天首次出席观众。
- ★ 再进场观众：展期第一及 / 或二天曾进场参观、而第二、三天再次进场参观观众。
- ★ Debuting Visitors: Total Number of Visitors Attending the Exhibition for the First Trip.
- ★ Returning Visitors: Visitors Re-Visiting the Exhibition after their First Trip.

备注 REMARKS

- 超过 18,639 名观众 (14,947 + 3,692) 参观两天或以上。
- Over 18,639 visitors (14,947 + 3,692) spent more than one day to visit the Exhibition.

- 表内小字为「2022 中国国际涂料展」(广州) 及「2019 中国国际涂料展」(上海) 数据。
- 由于「2021 中国国际涂料展」(上海) 没如期举行，本报告列出 2019 年数据作比较。
- Corresponding figures of CHINACOAT2022 (Guangzhou) and CHINACOAT2019 (Shanghai) are shown above in smaller font.
- CHINACOAT2021 (Shanghai) was cancelled, thus this report uses 2019's data for comparison purpose.

参展商数据及分析 EXHIBITOR STATISTICS & ANALYSIS

参展商数据 Exhibitor Data

	海外 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	186 82 (2022) 310 (2019)	31 8 (2022) 37 (2019)	864 518 (2022) 920 (2019)	1,081 608 (2022) 1,267 (2019)
首次参展公司 No. of First-Time Exhibitors	42 9 (2022) 58 (2019)	3 0 (2022) 4 (2019)	234 94 (2022) 125 (2019)	279 103 (2022) 187 (2019)
参展商代表国家 / 地区 Countries / Regions Represented	—	—	—	31 15 (2022) 32 (2019)

备注 REMARKS

- 本届展览会有接近 280 家公司首次参展，占整体参展商 25.8%，为观众带来更多新面孔。
- 本届展览会参展公司来自 31 个国家 / 地区，覆盖范围与疫情前的「2019 中国国际涂料展」（上海）数据相若。
- Nearly 280 exhibitors participated first time in CHINACOAT2023, accounting for 25.8% of total no. of exhibitors. They provided visitors with more new faces.
- Exhibiting companies came from 31 countries/regions, the coverage is similar to the figures of CHINACOAT2019 (Shanghai) before the pandemic.

同期举行技术交流活动数据及分析 CONCURRENT TECHNICAL PROGRAMMES: STATISTICS & ANALYSIS

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

总场数 Total No. of Sessions	30 15 (2022) 60 (2019)
观众类型 Attendee Type	出席人数 No. of Attendees
现场出席人数（约） Onsite Attendees (Approximately)	1,552
观看线上直播人数 Online Attendees (Including LIVE Attendees Only)	731
总人数 Total No. of Attendees	2,283

技术培训班（共 2 场） Technical Workshops (2 Sessions)

- 揭开高利润功能涂料和油墨背后的秘密
Unveiling the Secrets Behind High-Margin Functional Coatings and Inks
- 颜料改性与功能化新技术
New Technologies of Pigment Modification and Functionalization

出席人数 Total No. of Attendees	36
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备注 REMARKS

- 本届「技术讲座」平均每场超过 50 人入座，当中超过百分之 70 的场次呈满座情况。
- 今年「技术讲座」继续提供「线上直播」及「线上重播」方式观看，已登记观众可于 2023 年 12 月 31 日前随时线上观看重播。
- Each "Technical Seminar" session attracted on average more than 50 attendees, of which over 70% of the sessions were full.
- Technical Webinars are available to be viewed online (Live and Replay), registered visitors can view REPLAY of selected sessions until December 31, 2023.

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线上展览会初步数据 ONLINE SHOW PRELIMINARY STATISTICS

线上展开通日期: 2023 年 11 月 1 日 — 12 月 31 日
 Online Show is live from November 1 - December 31, 2023

参展商数据 Exhibitor 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)	1,081
来自国家 / 地区 Countries / Regions Origin	31
上传产品介绍总数 Total Product Introduction Uploaded	2,161
「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	47,204
「线上」专题技术讲座 * Technical Webinars*	1,594
技术短片分享 Tech-Talk Videos	496

观众数据 Visitor Data	总计 Total Number
登入人数 Visitors Log-In	7,601
来自国家 / 地区 Countries / Regions Origin	70



* 数据截至 2023 年 11 月 20 日 Statistics updated as of November 20, 2023

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View More Photos of CHINACOAT2023



详细展览会报告将于 2023 年 12 月下旬发布。
 Full Post Exhibition Report will be published at the end of December, 2023.

上海展览会现场回顾 SNAPSHOTS FROM CHINACOAT2023 SHANGHAI



展览会自 2019 年后重临上海，阔别上海 4 年，行业同仁在 11 月 15 日展览会第一天早上踊跃而有序地排队进场。
CHINACOAT returned to Shanghai 4 years after last staged there in 2019. Industry players queued up to enter the venue on November 15 morning, Day 1 of the Exhibition.



三天展期共吸引 38,623 名观众进场参观。
A total of 38,623 visitors showed up to CHINACOAT2023 Shanghai within 3 days of the Exhibition.



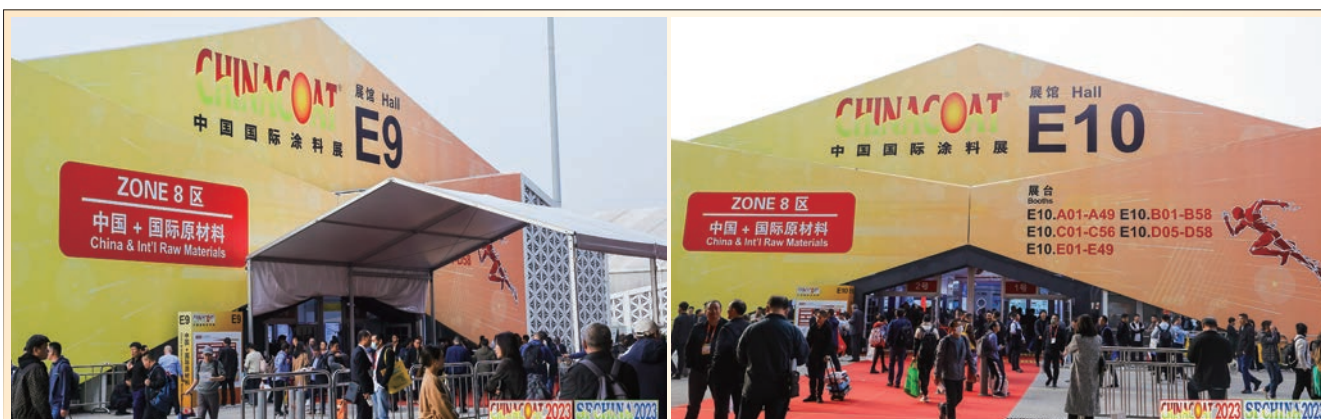
展览会共划分为五大展区，来自 31 国家 / 地区共 1,081 家行业供应商参展，其中原材料参展公司达 806 家 (74.6%)。
CHINACOAT2023 brought together 1,081 Exhibitors from 31 countries/regions. The exhibition comprised 5 exhibit zones, 806 (74.6%) of which were raw material suppliers.



275 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。
275 companies exhibited in "Production Machinery and Instrument", "Powder Coatings" and "UV/EB Technology and Products" exhibit zones.



主办单位为中小型参展商设立标准展台及尊贵标摊区。
Standard Shell-scheme booth and Premium Shell-scheme Zone were specially designed for small-size exhibitors.



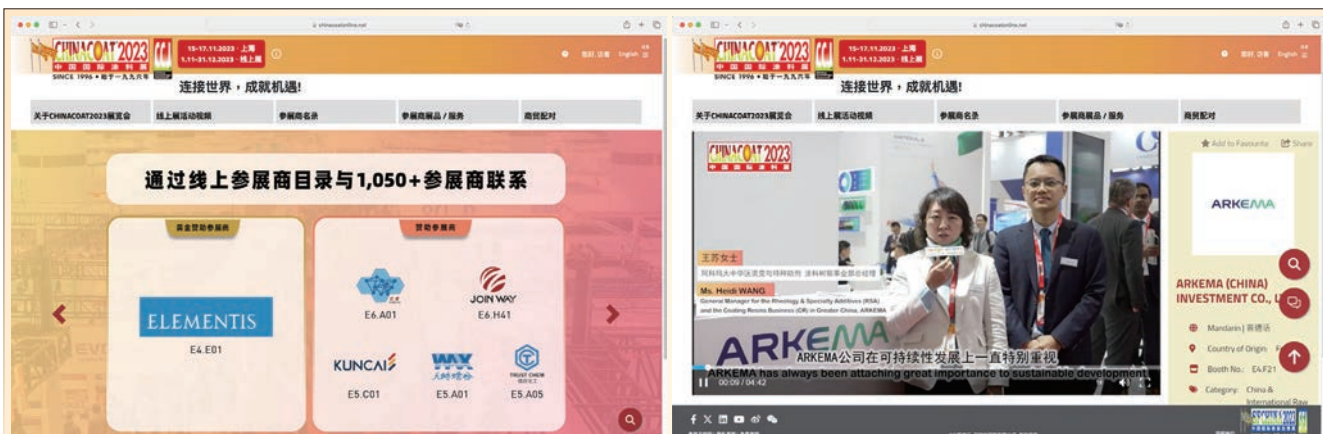
行业逐步复苏，参展商参展需求殷切。展览会在后期增设 3 个室外展馆应付需求。
As the industry recovers, exhibitors showed full need to participate in CHINACOAT2023. Exhibit spaces were extended to 3 outdoor halls to fulfil the needs from exhibitors.



今年国外观众数字明显增长，不少观众来自中东、东盟等新兴市场。
Number of overseas visitors increased significantly this year, many came from emerging markets such as the Middle East and ASEAN.



专题技术讲座及技术培训班分别吸引超过 2,280 名观众及 36 名行业与会人士参加。
Technical Seminars & Webinars and Technical Workshops attracted more than 2,280 attendees and 36 delegates respectively.



线上展 (www.chinacoatonline.net) 由 2023 年 11 月 1 日至 12 月 31 日开通。观众可线上浏览参展商基本资料及上传的产品资讯、收看技术讲座直播 / 回播、观看技术短片，及参展商现场采访视频。
Online Show (www.chinacoatonline.net) is live from November 1 - December 31, 2023. Visitors can browse exhibitors' introduction and their product information they uploaded, watch Technical Webinars' live broadcasts / replays, watch Tech Talk videos, and exhibitors' onsite interviews.

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