



# NEWS

August 31, 2023

**For Immediate  
Press Release**

## The Coatings Industry Will Re-Connect in Shanghai!

### Reconnect with Global Industry Players Face-To-Face

CHINACOAT2023 will open its gates on November 15 - 17 at the Shanghai New International Expo Centre (SNIEC), P.R. China. The exhibition covers 7.5 exhibition halls (Halls E2, E3, E4, E5, E6, E7, E8 and E9), with a total gross exhibition area of more than 70,000 square meters. After 4 years of absence at Shanghai, 942 exhibitors from 30 countries / regions (as of August 31, 2023) are going to display a wide spectrum of new materials and solutions in 5 exhibit zones, namely 'China & International Raw Materials', 'China Machinery, Instrument & Services', 'International Machinery, Instrument & Services', 'UV / EB Technology & Products' and 'Powder Coatings Technology'. Besides, CHINACOAT2023 Online Show will be held from November 1 to December 31, allowing visitors from anywhere to participate digitally.

### Join Concurrent Technical Programmes, Stay Close to Market Trends

A series of concurrent Technical Programmes will be organized alongside the exhibition. Industry experts and renowned manufacturers are going to present cutting-edge technologies, products and applications, offering opportunities for face-to-face learning, networking and business cooperation. Technical Programmes include:

- *Technical Seminars and Webinars*

Exhibitors or their invited speakers are going to address issues of industry concerns, share information on technology applications, market dynamics and industrial policies, so as to keep visitors abreast of new trends and developments. Visitors who prefer to visit our Online Show can login to [www.chinacoatonline.net](http://www.chinacoatonline.net) to watch Live Webinars and playbacks.

- *Technical Workshops*

- (1) Workshop 1: Unveiling the Secrets Behind High-Margin Functional Coatings and Inks

Professor Lin Long is going to give an in-depth introduction to various functional coatings and inks that are beyond decoration or protection of the coated / printed substrate. Examples of functional coatings include temperature-regulating coatings for buildings, infrared invisible coatings for military applications, etc. Examples of functional inks include those used in medical diagnostic sensors, passports and ID cards, and consumer electronic devices.

- (2) Workshop 2: New Technologies of Pigment Modification and Functionalization

Associate Professor K.M. Chen is going to analyze how to better display the characteristics of pigments and how pigments adapt to ever-changing application fields through modification and functionalization. He is also going to discuss the emerging technologies in pigments, and examine the latest development of water-based technology of pigments.

### **Highlights of 2023 Online Show**

Online Show ([www.chinacoatonline.net](http://www.chinacoatonline.net)) continues to provide one-stop hybrid visiting experience through a variety of multi-media digital contents, including: Exhibitor and Visitor Onsite Interviews, Technical Webinar Live Broadcast and Tech Talk Videos, together with several interactive functions such as Chat, Company / Product Search and Business Matching. In addition to industry experts sharing researching results, developments and applications via short videos, we have enhanced the contents of 'Tech Talk Videos' this year by appointing the coatings industry media service platform, 'PCI&KM' to interview Exhibitors and introduce their latest products / technologies / services onsite.

### **Capitalize on Development Opportunities in the Yangtze River Delta (YRD) City Cluster**

The YRD City Cluster is one of the nation's most vibrant regions, with a dynamic economy and strong innovation capabilities. The cluster consists of 26 cities from Shanghai municipality and Jiangsu, Zhejiang and Anhui provinces, covering merely 2.2% of the nation's land area but contributing to 24% of the nation's GDP in 2022. Some of its industrial clusters such as electronic information, high-end equipment, automobiles, household appliances and chemicals are in leading positions. CHINACOAT2023 will take place in Shanghai, where it serves as a strategic location to host such global event that cannot be missed by any players in our industry. Register to visit now!

### **Visitor Registration Is Now Open**

Visitors can now register on CHINACOAT's official websites [www.chinacoat.net](http://www.chinacoat.net) to visit the Physical Exhibition and on [www.chinacoatonline.net](http://www.chinacoatonline.net) to visit the Online Show. Visitor Registration is also available via our official WeChat platform (ID: ChinaCoat\_SFChina). Please check our official websites from time to time and follow CHINACOAT on Facebook, X (Twitter), LinkedIn and YouTube to receive future updates.

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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.