



NEWS

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For Immediate Press Release

Satisfying Visiting Data Confirms Recovery of The Coatings Industry!

The Coatings Industry Re-Connected in Shanghai!

The three-day CHINACOAT2023 exhibition concluded successfully on November 17 at the Shanghai New International Expo Centre (SNIEC). Its gross exhibition area exceeded 75,800 square meters, increasing by over 60% compared with 2022 Guangzhou Show. After 4 years of absence in Shanghai, CHINACOAT2023 brought 38,623 global visitors back together again and supercharged business opportunities for 1,081 exhibitors around the world. The following are some preliminary figures of the exhibition:

- **No. of Registered Visitors Turned Up:** 38,623, including 34,305 Domestic China and 4,318 overseas visitors;
- **No. of Exhibitors:** 1,081 from 31 countries/regions, 279 (25.8%) of which were new exhibitors;
- **No. of Exhibitor Representatives:** 15,893;
- **No. of Attendees Participating in Onsite Technical Programmes:** 1,588, participating in 30 Technical Seminars and 2 Technical Workshops.

Visitors Felt the Industry Regained Vitality

The number of visitors increased by 15.5% compared with 2022 Guangzhou edition while the number of overseas visitors climbed back to 80% of pre-pandemic level. Such encouraging data confirmed the appetite for face-to-face international events has returned. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 97.7% agreed CHINACOAT was a large-scale exhibition;
- 97.3% had good impression of the exhibition;
- 95.9% expressed the technical level of concurrent Technical Programmes was high;
- 94.1% found the products and technologies on display attractive;
- 93.9% affirmed the exhibitor mix was comprehensive and reputable.

Exhibitors Were Impressed by the Visitor Turnout

The number of exhibitors increased by 78% compared with 2022 Guangzhou edition. As the industry recovered, exhibitors showed full need to take part in physical business events. As a result, exhibit spaces were extended to 3 extra outdoor halls to cater for the demand. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 99.3% endorsed the exhibition could strengthen brand or corporate image;
- 98.5% expressed the exhibition could help consolidate existing sales channels;
- 98.2% opined the exhibition was an effective platform for promoting new products or services;
- 98.1% agreed the exhibition could serve to develop new markets, find new customers, and build relationships with prospects;
- 94.7% affirmed the exhibition was one of their important marketing activities in China and Asia.

Online Show Is Live Until December 31

CHINACOAT2023 Physical Show has ended, but the Online Show www.chinacoatonline.net is still in progress. Our Online Show continues to showcase over 2,100 products from global exhibitors. In addition, various multimedia contents are available now for free until December 31, including 30 sessions of "Technical Webinars" playbacks, "Exhibitor Onsite Interviews" playbacks and 6 sessions of "Tech Talk Videos". Visitors can also utilize interactive functions such as Chat, Company/Product Search and Business Matching to stay connected with the industry online.

2024 Guangzhou Show - A Strategic Platform to Achieve Growth!

CHINACOAT2024 is going to be held in Guangzhou, P.R. China on December 3-5, 2024 at Area A of the China Import and Export Fair Complex. More information is available at www.chinacoat.net now. Follow us on Facebook, X, LinkedIn and YouTube, and visit our official website to receive future updates. Scan the QR Code below to view more photos of the exhibition.



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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.