

行业汇聚广州，共创佳绩

The Industry Met in Guangzhou with Some Outstanding Results

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

三天展期共录得出席总人数（包括观众及参展商代表） 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 Exhibitor Representatives | 观众 + 参展商总计 Total Number of Visitors & Exhibitors |
|---------------------------------------|---|--|---|--|--|
| 观众 Visitors | 36,839 34,305 (2023) 33,224 (2022) | 5,231 4,318 (2023) 203 (2022) | 42,070 38,623 (2023) 33,427 (2022) | — | 56,589 54,516 (2023) 39,665 (2022) |
| 参展商代表 Exhibitor Representatives | — | — | — | 14,519 15,893 (2023) 6,238 (2022) | |

备注 REMARKS

- 本届展览会共 42,070 名观众出席，数据比疫情前更多！
Visitor figure exceeds pre-pandemic time: 42,070 visitors attended the exhibition over 3 days.
- 中国进一步简化入境签证程序，来自 113 个国家 / 地区观众前来参观，当中不少来自中东、中亚、东盟等新兴市场。
China has simplified entry visa application process. Visitors came from a total of 113 countries/regions, a good number of them were from emerging markets such as the Middle East, Central Asia and ASEAN countries.

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

| | 3.12.2024 展期第一天 Day 1 | 4.12.2024 展期第二天 Day 2 | 5.12.2024 展期第三天 Day 3 | 总计 Total |
|--|---|---|--|---|
| 首次进场观众人数 * No. of Debuting Visitors | 28,128 27,090 (2023) 20,927 (2022) | 12,300 10,472 (2023) 10,930 (2022) | 1,642 1,061 (2023) 1,570 (2022) | 42,070 38,623 (2023) 33,427 (2022) |
| 再进场观众人数 * No. of Returning Visitors | — | 13,462 14,947 (2023) 6,541 (2022) | 5,213 3,692 (2023) 1,582 (2022) | — |
| 当天参观总人次 Total Man-Trips on That Day | 34,333 36,658 (2023) 35,079 (2022) | 32,340 32,354 (2023) 30,312 (2022) | 8,640 5,452 (2023) 4,143 (2022) | 75,133 74,464 (2023) 69,534 (2022) |

- ☆ 首次进场观众：当天首次出席观众。
Debuting Visitors: Total Number of Visitors Attending the Exhibition for the First Time.
- ★ 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。
Returning Visitors: Visitors Re-Visiting the Exhibition after their First Trip.

备注 REMARKS

- 超过 18,675 名观众 (13,462 + 5,213) 参观展览会两天或以上。
Over 18,675 visitors (13,462 + 5,213) spent more than 1 day to visit the Exhibition.
- 第三天参观人数比上两届分别增长了 54.76% 及 4.59%。
When comparing to past 2 editions, number of visitors on Day 3 increased by 54.76% and 4.59% respectively.

- 表内小字为「2023 中国国际涂料展」(上海) 及「2022 中国国际涂料展」(广州) 数据。
Corresponding figures of CHINACOAT2023 (Shanghai) and CHINACOAT2022 (Guangzhou) are shown above in smaller font.



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 | 230 186 (2023) 82 (2022) | 36 31 (2023) 8 (2022) | 1,059 864 (2023) 518 (2022) | 1,325 1,081 (2023) 608 (2022) |
| 首次参展公司 No. of First-Time Exhibitors | 30 42 (2023) 9 (2022) | 7 3 (2023) 0 (2022) | 266 234 (2023) 94 (2022) | 303 279 (2023) 103 (2022) |
| 参展商代表国家 / 地区 Countries / Regions Represented | — | — | — | 30 31 (2023) 15 (2022) |

备注 REMARKS

NEW RECORD 新纪录

- 与 2018 年广州展 (1,291 家) 及 2023 年上海展 (1,081 家) 比较, 本届展览会参展公司数目分别增长 2.63% 及 22.57%, 1,325 家参展公司同时为历届之冠。

Compare to 2018 Guangzhou (1,291 exhibiting companies) and 2023 Shanghai editions, total number of exhibiting companies increased by 2.63% and 22.57% respectively. 1,325 total exhibiting companies also set a new record of the show's history.

- 本届展览会参展公司来自 30 个国家 / 地区, 覆盖范围与 2023 年上海展数据相若, 其中 303 家公司首次参展, 占整体参展商 22.87%。
Exhibiting companies came from 30 countries/regions, the coverage is similar to the figures of 2023 Shanghai edition. 22.87% (303) of the companies were First-Time Exhibitors.

同期举行技术交流活动内容及分析 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 | 22 |
| 观众类型 Attendee Type | 出席人数 No. of Attendees |
| 现场出席 (约) Onsite Attendees (Approximately) | 1,136 |
| 观看线上直播 Online Viewers | 1,122 |
| 总人数 Total No. of Attendees | 2,258 |

印尼涂料业发布会 Indonesian Market Presentation

| | |
|--|------------|
| 出席人数 (约) Total No. of Attendees (Approximately) | 103 |
|--|------------|



备注 REMARKS

- 本届「技术讲座」平均每场超过 51 人出席, 多场出现满座情况。线上直播观看人数亦有明显增长。

Average attendance of each Technical Seminars session was higher than previous years, many sessions were full. There was a significant increase in the number of viewers watching live Technical Webinars online.

- 观众可于 2024 年 12 月 31 日前于官网 (www.chinacoat.net) 线上观看指定讲座重播。

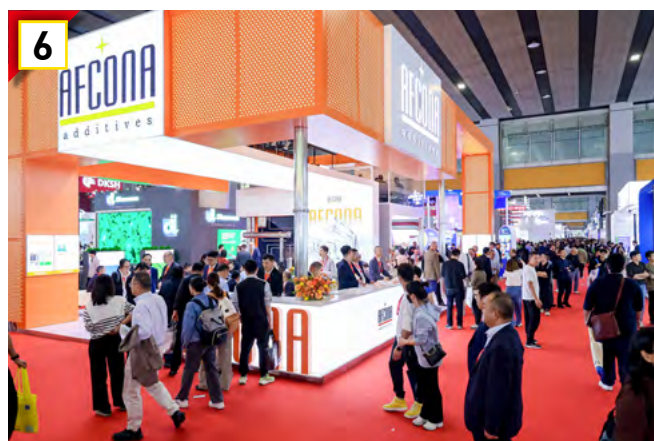
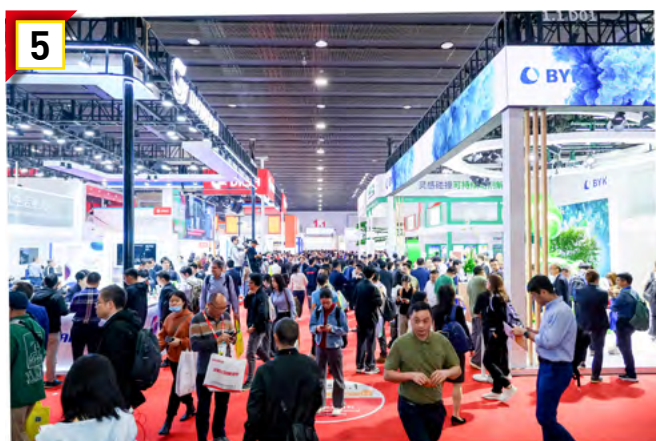
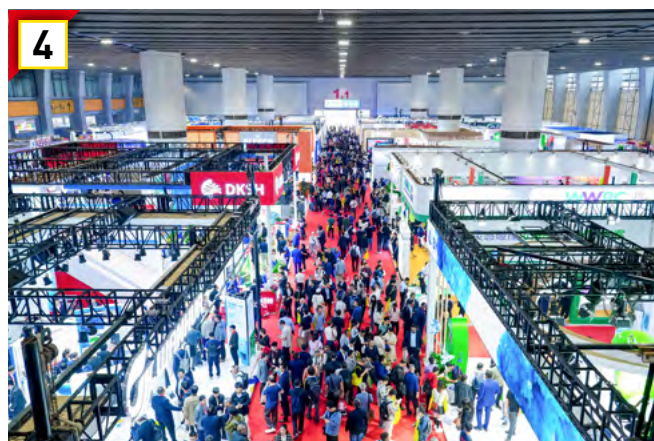
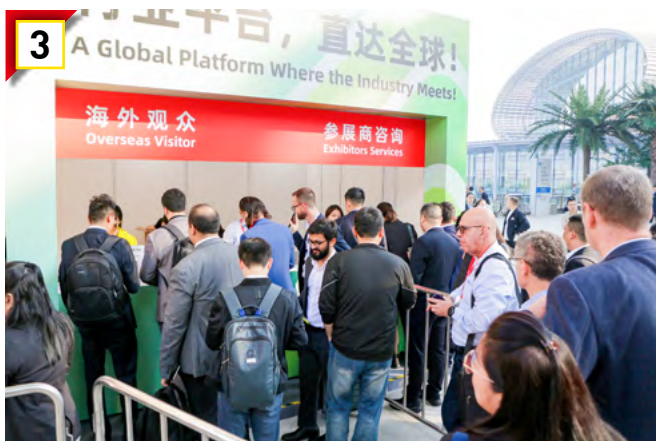
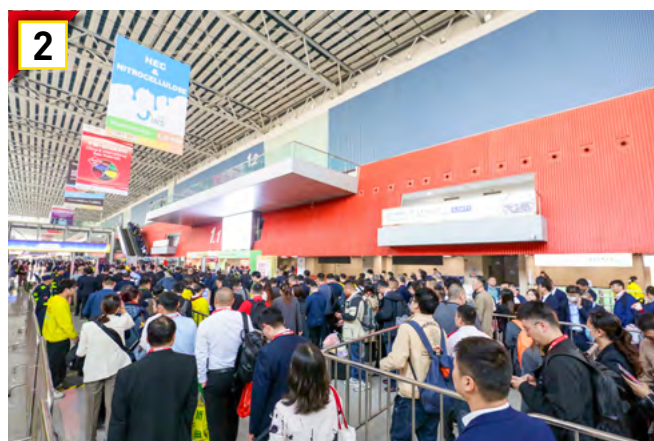
Visitors can view playback of selected Technical Webinars sessions on official website (www.chinacoat.net) until December 31, 2024.

- 「印尼涂料业发布会」全场满座。观众反应热烈, 争相与讲师交流提问。

The response to the Indonesian Market Presentation was enthusiastic. Attendees were eager to raise questions and interact with the Speaker. The room was fully packed.

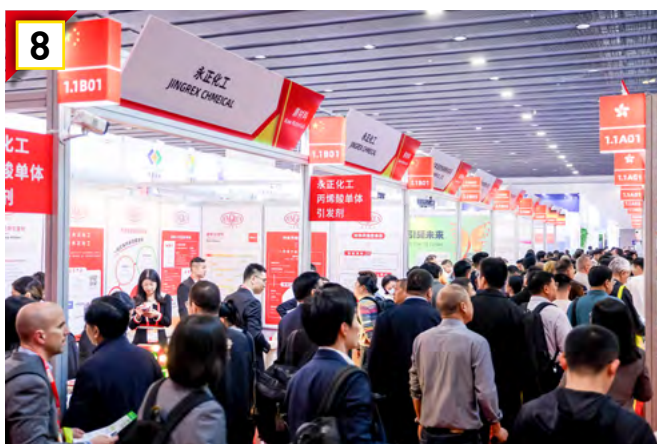
- 表内小字为「2023 中国国际涂料展」(上海) 及「2022 中国国际涂料展」(广州) 数据。
Corresponding figures of CHINACOAT2023 (Shanghai) and CHINACOAT2022 (Guangzhou) are shown above in smaller font.

- 1** 2024「中国国际涂料展 CHINACOAT」总展出毛面积超过 91,500 平方米 (8.5 个展馆), 是历来最大规模的广州展。
CHINACOAT2024 Guangzhou occupied 91,500m² of exhibit space (8.5 halls) this year. It was the largest Guangzhou edition in our history.
- 2** 3 天展期共吸引 42,070 名观众。
A total of 42,070 visitors attended CHINACOAT2024 Guangzhou within 3 days.
- 3** 中国进一步简化入境签证程序, 令更多来自海外 (113 国家/地区) 的观众前来参观, 当中不少来自中东、中亚、东盟等新兴市场。
China has simplified entry visa application process, facilitating more Visitors from overseas (113 countries / regions) to visit, a good number of them were from emerging markets such as the Middle East, Central Asia, and ASEAN countries.
- 4** 展览会共分 5 大展区, 来自 30 国家/地区共 1,325 家供应商参展。
The Exhibition comprised 5 exhibit zones, bringing together 1,325 Exhibitors from 30 countries / regions.
- 5** 1,003 家公司于原材料区展出, 占总参展公司 75.70%。322 家公司于生产设备及仪器、粉末涂料及 UV/EB 固化技术专区展出。
1,003 (75.70%) companies exhibited in "Raw Materials" zone, while 322 companies exhibited in "Production Machinery and Instrument", "Powder Coatings" and "UV/EB Technology and Products" zones.
- 6** 参展商花心思布置展台, 展示最新的产品、技术和解决方案, 以吸引观众注意。
Exhibitors spent a lot of efforts to decorate their exhibit spaces, displaying latest products, technology and solutions, in order to attract visitors' attentions.





7 标准展台为参展商提供更具成本效益的参展选择，有利与买家更紧密互动。
Standard Shell-Scheme exhibit area provided exhibitors with cost-effective option, facilitating closer interactions with buyers.



8 尊贵标准展台位于较显眼位置，为中小型企业提供另外选择。
Premium Shell-Scheme exhibit spaces were situated at more prominent locations, specifically catered for small- and medium-sized enterprises.



9 今年，22场「线上+线下」专题技术讲座共吸引1,136名观众现场参加，平均每场超过51人出席，多场出现满座情况。观众可于12月31前于官网 (www.chinacoat.net) 收看指定场次重播。
1,136 delegates joined 22 sessions of Technical Seminars & Webinars onsite. Average attendance of each session (51+) was higher than previous years. Many sessions were full. Visitors can view playback of selected sessions on official website (www.chinacoat.net) before December 31.



10 「印尼涂料业发布会」全场满座，在一般只可容纳50-60人的会议室中最终有超过100多名观众参加。观众反应热烈，争相与讲师交流提问。
The response to the Indonesian Market Presentation was enthusiastic. Attendees were eager to raise questions and interact with the Speaker. Over 100 delegates occupied the Meeting Room which normally holds a capacity of 50-60 people.

11 来自不同国家/地区的观众与参展商现场互动频繁，为业务带来商机。
Visitors enjoyed networking with exhibitors on the exhibition floor.

浏览更多展览会图片
View More Photos of CHINACOAT2024

详细展览会报告将于2025年1月中旬发布。
Full Post-Exhibition Report will be published in mid-January, 2025.

