



NEWS

December 20, 2024

For Immediate Press Release

The Industry Met in Guangzhou with Some Outstanding Results

Our Largest Show Being Ever Held in Guangzhou

CHINACOAT2024 exhibition, held at Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China from 3 to 5 December 2024, drew to a successful close. 1,325 exhibitors (New Record of show history!) from 30 countries/regions presented innovations and technologies, sustainable solutions and setting trends over 91,500m² of exhibition space to 42,070 visitors from 113 countries/regions. This was also the largest Guangzhou edition in our history, underlining its growing international relevance for the global coatings community. The following are some preliminary figures of CHINACOAT2024:

- **No. of Visitors:** 42,070 from 113 countries/regions, including 36,839 Domestic China and 5,231 overseas visitors;
- **No. of Exhibitors:** 1,325 from 30 countries/regions, 303 (22.9%) of which were new exhibitors;
- **No. of Exhibitor Representatives:** 14,519;
- **No. of Attendees Participating in Onsite Technical Programmes:** 1,239, participating in 22 Technical Seminars and 1 Indonesian Market Presentation.

Visitors Impressed by Exhibitor Mix and Range of Exhibits Showcased

CHINACOAT2024 received some positive responses from international audience. The total number of visitors increased by 8.9% compared with 2023 Shanghai edition while overseas visitors grew 21.1% year-on-year. In addition, our concurrent technical programmes provided additional channels for learning industry trends and facilitated exchanges of knowledge. According to findings from our onsite visitor surveys, the exhibition was highly commended by majority of visitors:

- 93.6% agreed CHINACOAT was a large-scale exhibition;
- 92.8% had good impression of the exhibition;
- 92.0% found the products and technologies on display attractive;
- 91.8% expressed the technical level of concurrent Technical Programmes was high;
- 90.1% affirmed the exhibitor mix was comprehensive and reputable.

Exhibitors Expressed Satisfaction with Exhibition Results and Visitors' Responses

Many exhibitors gave positive verdicts that CHINACOAT2024 offered them an internationally oriented market platform. The total number of exhibitors grew 22.6% year-on-year. Some exhibitors were convinced the exhibition helped introduce their product/technology innovations and promote peer networking, while some praised its international appeal and high-quality trade audience. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 100% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 98.9% endorsed the exhibition could strengthen brand or corporate image;
- 98.7% expressed the exhibition could help consolidate existing sales channels and customer relationships;
- 98.4% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects;
- 96.2% opined the exhibition was an effective platform for promoting new products or services.

Concurrent Technical Programmes Attracted Strong Participation

22 Technical Seminars/Webinars and 1 Indonesian Market Presentation were held alongside the exhibition, both of which received enthusiastic responses from audience. Playbacks of selected sessions of Technical Webinars and Exhibitor Onsite Interviews are available at www.chinacoat.net until 31 December, 2024 for industry players to know about the latest updates and innovations online. On the other hand, Mr. Kris Adidarma, President of the Indonesian Paint Association (APCI) and CEO of PT Propan Raya, shared insightful information and updates on the trends, progress and challenges of the Indonesian paints and coatings market with 103 delegates, achieving over 170% attendance rate. Stay tuned for CHINACOAT series of exhibition to bring similar presentations to the industry in the future.

A Leading Platform. Join CHINACOAT2025 Shanghai

Next CHINACOAT exhibition is going to be held from 25 to 27, November 2025 at Shanghai New International Expo Centre (SNIEC), P.R. China. 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 live photos of CHINACOAT2024.



- End -

Exhibiting Enquiry: Mr. Leslie Ho

Visitor & Media Enquiry: Ms. Florence Ng

Sinostar-ITE International Limited / CHINACOAT Exhibition Limited

Address: 2101 - 2, 21/F., Jubilee Centre, 42 - 46 Gloucester Road, Wan Chai, Hong Kong

Tel.: (852) 2865 0062

Email: info@sinostar-intl.com.hk

Website: www.chinacoat.net

Facebook: <https://www.facebook.com/chinacoat>

X (Twitter): <https://x.com/CHINACOAT>

YouTube: <https://www.youtube.com/@chinacoatsfchina8523>

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 Shanghai and Guangzhou, 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.