



NEWS

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**For Immediate
Press Release**

CHINACOAT2024 Is a Strategic Platform to Achieve Growth!

CHINACOAT2024 is going to take place at Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China from December 3 to 5, 2024. Serving the industry since 1996 and having a strong footprint in the Asian market, CHINACOAT Exhibition has always been able to draw global visitors and continues to attract new visitors from emerging economies each year, allowing exhibitors to have sustainable and continuous growth.

Exhibit to Enhance Growth Momentum

According to consulting firm Orr & Boss's forecast for 2024 - 2028, global coatings sales will grow at an annual rate of 4% and the global market will grow stronger in 2024 than last year. Asia is the world's largest coatings market, accounting for 46% of market share and will continue to inject powerful impetus to propel global growth. High GDP, ever-rising population, increasing infrastructure spending, rapid urbanization and industrialization, growing disposable incomes, and expanding coatings usage among end-user industry segments in Asian countries like China and India, have been positively stimulating global coatings demand collectively. Accelerating growth of end-user industries, such as architectural, automotive, furniture, home appliances, shipbuilding and transportation, also provide lucrative business opportunities to suppliers.

Seize New Opportunities in Guangdong-Hong Kong-Macao Greater Bay Area (GBA)

In 2023, the total GDP of the 9 Pearl River Delta cities located in GBA surpassed RMB¥11.02 trillion, which is equivalent to the tenth largest economy in the world. With China being the world's largest manufacturing country, GBA ranks fifth globally in manufacturing value-added. GBA also has a strong manufacturing base, particularly for electronics, electrical machinery and equipment, and automobile. Guangzhou is the capital of Guangdong Province and the largest city in GBA. All favorable factors come together to make Guangzhou a conducive hub for global coatings suppliers to expand business.

CHINACOAT Platform Provides Industry with Competitive Edges

For businesses to stand out from others, product / technology innovation and differentiation are essential. Trade exhibitions have been proven to be an effective marketing tool for raising brand awareness and promoting new products. Over the past 28 years, CHINACOAT Exhibition has been acting as a strategic B2B platform for exhibitors to highlight product benefits and witness first-hand the potential that lies within. Our 2023 Shanghai Show attracted over 38,600 trade visitors from 120 countries / regions, together with over 1,080 exhibitors from 31 countries / regions to participate. Exhibit in CHINACOAT2024 Guangzhou to sustain business growth together!

To learn more about CHINACOAT2024, please visit www.chinacoat.net or contact the Organizer. Follow us on Facebook, X (formerly 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.