



# NEWS

December 12, 2025

## For Immediate Press Release

### The Show Recorded Rising Attendance!

#### A Global Platform for Future Tech

CHINACOAT2025 successfully concluded on November 25 – 27, 2025 at the Shanghai New International Expo Centre (SNIEC), Shanghai, P.R. China. Recording rising attendance as well as exhibiting figures once again this year, the exhibition reinforces its position as a global platform for cooperation, knowledge exchange and business opportunities. We hereby present the following figures for reference:

- **Exhibition Scale:** The exhibition covered **105,100 m<sup>2</sup>**, making the largest edition in its 29-year history.
- **Visitor Population:** A total of **45,024 from 125 countries / regions**, including 37,719 from Chinese Mainland and 7,305 from overseas, setting a new attendance benchmark.
- **Exhibitor Figures:** **1,464 Exhibitors from 30 countries / regions** participated, representing a 10.5% increase compared with 2024, among which 257 were new exhibitors (17.6% of Total).
- **Onsite Technical Programmes:** **1,378 Attendees** took part in 30 Technical Seminars and 2 Country Presentations exploring Thailand and Vietnam coatings markets.

#### Visitors Impressed by Exhibitor Lineup and Product Mix

The exhibition drew enthusiastic participation from a global audience. Compared with the 2024 Guangzhou edition, total number of visitors rose by **7%**, while overseas attendance surged by an impressive **39.6%**. In addition, the concurrent Technical Programmes offered attendees first-hand opportunities to explore industry trends and exchange knowledge. Findings from onsite visitor surveys further underscored that the exhibition was highly acclaimed:

- **96.5%** acknowledged the exhibition's significant scale;
- **96.4%** reported a positive overall impression of the event;
- **96.4%** praised the high technical level of the concurrent Technical Programmes;
- **95.1%** found the products and technologies on display attractive;
- **92.7%** agreed the exhibitor mix was comprehensive and reputable.

### **Exhibitors Satisfied with Exhibition Outcomes and Visitor Feedback**

CHINACOAT2025 also received strong endorsements from exhibitors, who recognized it as a global business platform. The total number of exhibitors grew by **10.5%** year-on-year, reflecting the exhibition's expanding appeal. Many exhibitors highlighted that the exhibition enabled them to effectively introduce their products and technology innovations, while also facilitating peer networking. Survey findings further confirmed exhibitors' satisfaction with the event:

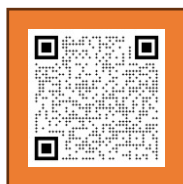
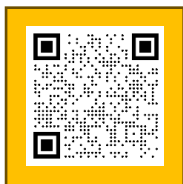
- **100%** affirmed the exhibition was one of their important marketing activities in China and Asia;
- **98.7%** endorsed its role in strengthening brand or corporate image;
- **98.2%** expressed it helped consolidate existing sales channels and customer relationships;
- **97.9%** agreed it served to develop new markets, find new customers and build relationships with prospects;
- **96.1%** opined it was an effective platform for promoting new products or services.

### **Technical Seminars and Country Presentations Received Positive Responses**

This year, our concurrently held Technical Programme featured 30 Technical Seminars & Webinars and 2 Country Presentations, both of which drew strong participation. Recorded videos of selected Seminars and Exhibitor Interviews are now available to be viewed free of charge at [www.chinacoat.net](http://www.chinacoat.net) until December 31, 2025, enabling industry professionals to stay updated on the latest developments and application trends. The 2 Country Presentations were delivered by Mr. Sucharit Rungsimuntoran, Committee Advisor to Thai Paint Manufacturers Association (TPMA) and President & CEO of Colossal International Co., Limited, and Mr. Vuong Bac Dau, Vice Chairman of Vietnam Paint - Printing Ink Association (VPIA). Both sessions achieved attendance rates exceeding 150%, demonstrating the strong demands for enterprises to go overseas. Looking ahead, the CHINACOAT series of exhibition will continue to bring similar high-value activities to the global coatings community.

### **A Global Platform — Join CHINACOAT2026 Guangzhou**

The next CHINACOAT exhibition is scheduled to take place from November 11 – 13, 2026 at Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China. Visit [www.chinacoat.net](http://www.chinacoat.net) for more details, and follow us on Facebook, X, LinkedIn and YouTube to stay updated. Scan the QR Codes below to explore more live photos from CHINACOAT2025 and to read our Preliminary Post-Exhibition Report.



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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 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 bilingual publications for the CHINACOAT and SFCHINA series of exhibitions.