



# NEWS

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## For Immediate Press Release

### A Global Platform to Exhibit

CHINACOAT2026 will be held from November 11 to 13, 2026 at Area A of the China Import and Export Fair Complex in Guangzhou, P.R. China. Since its inception in 1996, CHINACOAT has grown into a global coatings platform for technology exchange and business development worldwide. This year marks its 30<sup>th</sup> Anniversary, underscoring 3 decades of commitment to supporting industry growth, innovation and global collaborations.

#### Exhibit to Capture Growth Momentum

According to The Business Research Company, the global paints and coatings market reached US\$248.1 billion in 2025 and is projected to grow to US\$336.0 billion by 2030, at a CAGR of 6.5%. Asia Pacific remains the largest and fastest-growing coatings market, accounting for more than one-third of global revenue. China continues to drive demand through rapid urbanization, infrastructure investment, expansion of the EV industry and adoption of sustainable building materials. Exhibiting at CHINACOAT places businesses at the centre of this strategic and rapidly expanding region.

#### Seize Opportunities in the Greater Bay Area (GBA)

Guangzhou sits at the heart of the Guangdong-Hong Kong-Macao Greater Bay Area, one of the world's most dynamic economic regions. In 2025, the GBA's GDP surpassed RMB¥15 trillion, which ranks it among the world's top 10 economies. Growth is expected to continue through 2026, driven primarily by advanced manufacturing, new energy vehicles, semiconductors, green building materials and smart infrastructure. CHINACOAT offers exhibitors direct access to this thriving hub, enabling them to leverage cross-border trade opportunities and broaden their customer base.

#### Align with National Priorities

China's 15<sup>th</sup> Five-Year Plan, beginning in 2026, highlights sustainability, smart manufacturing and advanced materials as key drivers of industrial transformation. Exhibiting at CHINACOAT2026 enables companies to showcase innovations that support these priorities, including low-VOC and waterborne coatings, energy-efficient production processes and advanced functional materials. By presenting solutions that

address both policy goals and industry needs, exhibitors can strengthen their positioning in the China's coatings market and forge stronger connections with downstream sectors undergoing modernization.

### **A Proven Global Platform**

Over the past 30 years, CHINACOAT has evolved into a global platform for exhibitors to present new technologies, strengthen brand visibility and connect with decision-makers face-to-face. The 2025 Shanghai edition set new records, attracting 45,024 visitors from 125 countries / regions and hosting 1,464 exhibitors from 30 countries / regions. As CHINACOAT enters its 30<sup>th</sup> year, the exhibition will continue to create important opportunities for exhibitors to connect, grow and collectively contribute to the industry's development.

To learn more about CHINACOAT2026, please visit [www.chinacoat.net](http://www.chinacoat.net) and follow us on Facebook, X, LinkedIn and YouTube to stay updated. Scan the QR Code below to apply to exhibit.



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### **About Sinostar-ITE International Limited**

Sinostar-ITE International Limited (Sinostar-ITE) is a Hong Kong-based company specializing in organizing trade 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.