

Dec. 09, 2016
2016年12月09日

VISITOR STATISTICS / ANALYSIS (Preliminary) 初步观众数据及分析

VISITOR DATA: Total Number of Registered Visitors & Origins 观众数据：登记出席总人数及地区来源

	Domestic China Visitors 中国境内观众	Overseas Visitors 海外观众	TOTAL 总计
TOTAL 总计	9'896	1'150	11'046
	9'856 [2015] 9'780 [2014]	1'132 [2015] 1'173 [2014]	10'988 [2015] 10'953 [2014]

The above figures include:

1. Onsite registered visitors
2. Pre-registered visitors shown up
3. VIP (invited by exhibitors) shown up

以上数字包括:

1. 现场登记观众
2. 网上预登记并出席的观众
3. 参展商邀请并出席的贵宾

Corresponding figures of the last SFCHINA2015 (Shanghai) & SFCHINA2014 (Guangzhou) editions are shown in smaller types.
下方小字为「2015年中国国际表面处理展(上海)」及「2014年中国国际表面处理展(广州)」数据

Analysis
分析

- Total number of domestic and overseas visitors showed some increases.
- 中国境内及海外观众出席人数均录得轻微增长。

VISITOR DATA: Total Number of Visiting Man trips 观众数据：参观总人次

	2016-11-30 DAY 1 展期第一天	2016-12-01 DAY 2 展期第二天	2016-12-02 DAY 3 展期第三天	TOTAL 总计
Debuting Visitors 首次入场观众	6'203	4'011	832	11'046
	6'140 [2015] 5'928 [2014]	3'995 [2015] 4'036 [2014]	853 [2015] 989 [2014]	10'988 [2015] 10'695 [2014]
Returning Visitors 再入场观众	—	1'510	482	
		1'495 [2015] 1'480 [2014]	496 [2015] 517 [2014]	
Total Man-trips on that day 当天参观总人次	6'203	5'521	1'314	13'038
	6'140 [2015] 5'928 [2014]	5'490 [2015] 5'516 [2014]	1'349 [2015] 1'506 [2014]	12'979 [2015] 12'950 [2014]

'Debuting Visitors': Total number of Visitors attending the show for the first trip.

'Returning Visitors': Visitors re-visiting the show after the first trip.

「首次入场观众」指当天为首次出席的观众

「再入场观众」指于展期第一天或/及第二天曾进场参观、而再次入场参观的观众

Analysis
分析

- There is an upward trend of total man trips on Day 1 & Day 2.
- Visitors were spending more time on the show floor to interact with Exhibitors.
- 与2014年广州展比较, 展会第一天及第二天的参观人次均录得增长。
- 观众在展会逗留时间更长, 与不同的展商洽谈。

^Δ Detailed Exhibition Report will be available in January 2017.
详细展会报告将于2017年1月发布。

EXHIBITOR STATISTICS & ANALYSIS
展商数据及分析

EXHIBITOR DATA
展商数据

Zone 展区	Overseas 海外地区		Hong Kong & Taiwan Regions 香港及台湾地区		Domestic China 中国境内		TOTAL 总计	
	C 涂装	E 电镀	C 涂装	E 电镀	C 涂装	E 电镀	C 涂装	E 电镀
No. of Exhibiting Companies 代表公司数目	21	41	4	16	50	143	75	200
	62		20		193		275	
	91 [2015]		24 [2015]		181 [2015]		296 [2015]	
	74 [2014]		36 [2014]		175 [2014]		285 [2014]	
No. of New Exhibitors 首次参展公司数目	3	6	0	1	14	49	17	56
	9		1		63		73	
	18 [2015]		3 [2015]		43 [2015]		64 [2015]	
	15 [2014]		7 [2014]		50 [2014]		72 [2014]	
Regions / Countries Represented 参展商代表国家/地区	—		—		—		19	
							18 [2015]	
							17 [2014]	
Attending Representatives from Exhibitors 参展商代表出席总人数							2'802	
							3'406 [2015]	
							2'896 [2014]	

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Analysis 分析

- Despite general economic downturn in China, the number of exhibitors in 2016 remains steady when compared to the last two editions.
- Finishing suppliers consider SFCHINA as the 'must-attend' event for business promotion and expansion.
- 虽然中国整体经济增长放缓，本届展会参展公司数目与过往两年相若。
- 反映表面处理、涂装及精饰业供应商重视「中国国际表面处理展」，是推广业务及开拓新客源不可或缺的展会。

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