

SFCHINA 2015
第二十八届中国国际表面处理展
NOV 18-20 • SHANGHAI, P. R. CHINA

SERVING THE INDUSTRY
SINCE 1983!

NEWS

**For immediate
Press Release**

January 20, 2015

SFCHINA will be in Shanghai 2015 to create business opportunities there!

SFCHINA is the leading Finishing show in China and Asia Pacific region

SFCHINA2015 (the 28th China International Exhibition for Surface Finishing & Coating Products) will be held on November 18-20, 2015 at Halls E1 & E2 of the Shanghai New International Expo Centre (SNIEC), P. R. China. It is a professional showcase for the entire finishing spectrum—covering from substrate pretreatment, mechanical and chemical finishing processes, coating applications (include paints and powder coating), electroplating processes and equipments, testing equipments, environmental protection to recycling technologies, etc. The show will comprise two exhibit zones, namely Coating Applications & Products, Electroplating & Finishing Technology.

Our last SFCHINA2014 Guangzhou closed with remarkable success

Since 1983, SFCHINA has been helping exhibitors increase their sales and achieve long term market development. Our last 2014 Guangzhou show achieved a resounding success: 10,953 trade visitors from 55 countries/regions and 285 exhibitors from 17 countries/regions gathering on a gross exhibition area of 14,000 sq.m. From the findings of our surveys, we have the following figures to report:

Visitors endorsed SFCHINA's standing

- 96% agreed SFCHINA2014 was successfully organized
- 93% agreed SFCHINA2014 offered a wide range/diversified scope of exhibits on display
- 51% came to source new suppliers/products

Exhibitors also highly valued SFCHINA

- 97% agreed SFCHINA was important for their marketing and sales in Asia and particularly China
- 93% agreed SFCHINA helped build up and expand business
- 87% opined their exhibiting successful

SFCHINA is an ideal event for seizing opportunities in the growing finishing market

China remains the world's largest and fastest growing finishing market. With the following favourable factors found in the region: growth of the Chinese middle class, continuous urbanization and industrialization, increased investment in Chinese high-speed rail, marine and shipbuilding, etc., foster the growth in all kinds of end-user sectors of the Chinese finishing industry, and hence generate immense business opportunities for industry players. Moreover, the increasingly stringent environmental regulations, intensifying market competition, continuous technology and product development collectively urge users to source the latest solutions and technologies that meet their needs. Exhibiting in SFCHINA will bring you face to face with high-level visitors from various end-user industries and across the buying chain—manufacturers, users, dealers and distributors who are eager to find the best products and services, partnerships and solutions.

To find out more about the benefits of attending SFCHINA Shanghai 2015 as an exhibitor or a visitor, please visit www.sfchina.net or contact the Organizer.

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About Sinostar-ITE International Ltd.

Sinostar-ITE International Ltd. is a Hong Kong-based company specialized in organizing industrial exhibitions, publishing bilingual (Chinese & English) trade magazines and offering direct marketing services to a clientele worldwide. Sinostar-ITE International has been organizing the "Surface Finishing" & "Coatings" series of exhibition since 1983. From 1996 onwards, the exhibition was divided into SFCHINA and CHINACOAT. Now, the two exhibitions alternate annually between the venues in Guangzhou and Shanghai, P.R. China. Sinostar International is also the publisher of "Surface Finishing Journal (SFJ)" and "China Coatings Journal (CCJ)"—the only official publications for the SFCHINA and CHINACOAT series of exhibitions.