



NEWS

November 28, 2017

**For immediate
Press Release**

The SFCHINA Closed Its 2017 Edition with Encouraging Results!

SFCHINA2017 (the 30th China International Exhibition for Surface Finishing & Coating Products), closed its gate successfully on Nov 17 at the Shanghai New International Expo Centre (SNIEC), P. R. China. Celebrating its 30th edition, the three-day exhibition recorded encouraging figures from both exhibitors and visitors, underlining the continuous support of the industry:

- Total gross exhibition area: 17,000 sqm (a rise of 21% against 2016)
- 11,097 registered visitors, including 9,941 domestic and 1,156 overseas visitors
- 338 exhibitors from 20 countries/regions, including 85 new exhibitors
- 2,925 representatives from Exhibitors attended the show

Visitors Endorsed the Show Once Again

The 2017 Shanghai show recorded a moderate increase in both domestic and overseas visitor numbers. According to the findings of our visitor surveys, visitors repeatedly gave positive comments after attending:

- 95% agreed the show was well-organized
- 93% opined the show was successfully staged
- 92% affirmed the show had good mix of exhibitors
- 91% would recommend peers to visit SFCHINA
- 57% would plan to visit 2018 Guangzhou show again

Exhibitors Also Felt Satisfied with the Show Results

Altogether, 338 exhibitors from 20 countries presented their latest products, technologies and solutions on the fairgrounds, representing a rise of 23% and 14% as compared to its last 2016 Guangzhou and 2015 Shanghai editions. Exhibitors also said about the show:

- 99% affirmed their participation in SFCHINA was important for their sales and marketing activities in China & Asian markets
- 99% agreed SFCHINA helped reinforcing their brand and product promotion
- 97% agreed SFCHINA helped building up and expanding their business in the market
- 88% planned to exhibit in SFCHINA2018 Guangzhou again
- 88% opined SFCHINA could extend their reach to meet more Asian and international visitors

The Next SFCHINA Will Take Place on Dec 4-6, 2018 in Guangzhou

The next SFCHINA will return to Guangzhou on December 4-6, 2018 in Area A, the China Import and Export Fair Complex (Canton Fair Complex), where the Finishing community will meet once again.

For more info on SFCHINA, always visit www.sfchina.net or contact the Organizer.

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About Sinostar-ITE International Ltd.

Sinostar-ITE International Ltd. (Sinostar-ITE) 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 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-ITE 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.