

THE RESULTS ARE BETTER THAN EXPECTED 展会成绩比预期理想

Preliminary Visitor Statistics / Analysis 初步观众数据及分析

VISITOR DATA: Total Number of Registered Visitors & Their 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	9,941	1,156	11,097
	9,896 [2016] 9,856 [2015]	1,150 [2016] 1,132 [2015]	11,046 [2016] 10,988 [2015]

The above figures include:

- | | |
|--|---------------|
| 1. Onsite Registered Visitors | 以上数字包括： |
| 2. Pre-Registered Visitors before show Showing Up | 1、现场登记观众 |
| 3. Visitors Invited by Exhibitors Showing Up | 2、网上预登记并出席的观众 |
| | 3、参展商邀请并出席的观众 |

Corresponding figures of the last SFCHINA2016 (*Guangzhou*) & SFCHINA2015 (*Shanghai*) editions are shown in smaller types.
下方小字为「2016年中国国际表面处理展（广州）」及「2015年中国国际表面处理展（上海）」数据

Analysis 分析	- Total number of domestic and overseas visitors recorded moderate 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

	2017-11-15 DAY 1 展期第一天	2017-11-16 DAY 2 展期第二天	2017-11-17 DAY 3 展期第三天	TOTAL 总计
Debuting Visitors 首次入场观众	6,153	4,264	680	11,097
	6,203 [2016] 6,140 [2015]	4,011 [2016] 3,995 [2015]	832 [2016] 853 [2015]	11,046 [2016] 10,988 [2015]
Returning Visitors 再入场观众	—	1,521	515	
		1,510 [2016] 1,495 [2015]	482 [2016] 496 [2015]	
Total Man-trips on that day 当天参观总人次	6,153	5,785	1,195	13,133
	6,203 [2016] 6,140 [2015]	5,521 [2016] 5,490 [2015]	1,314 [2016] 1,349 [2015]	13,038 [2016] 12,979 [2015]

'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	- The growing numbers of returning visitors indicate visitors spent longer time on show floor
	- 再入场观众人数持续增加，显示观众展会逗留时间比以前长。

Detailed Post-Exhibition Report will be available in January 2018.
详细展会报告将于2018年1月发布。

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Exhibitor Statistics & Analysis 展商数据及分析

EXHIBITOR DATA

展商数据

Zone 展区	Overseas, Hong Kong & Taiwan Regions 海外及香港/台湾地区			Domestic China 中国境内			TOTAL 总计
	Zone 1 区	Zone 1A 区	Zone 2 区	Zone 1 区	Zone 1A 区	Zone 2 区	
1 = Coating Applications & Coating Products 涂装及涂料产品	76	5	33	131	23	70	
1A = Environmental, Safety & Protection [^] 环境保护、安全及个人保护设备	114			224			338
2 = Electroplating & Finishing Technology 电镀及表面精饰							82 [2016] 115 [2015]
No. of Exhibiting Companies 代表公司数目							193 [2016] 181 [2015]
No. of New Exhibitors 首次参展公司数目	14	0*	11	24	7*	29	73 [2016] 64 [2015]
Regions / Countries Represented 参展商代表国家/地区	—			—			20 19 [2016] 18 [2015]
Attending Representatives from Exhibitors 参展商代表出席总人数							2,925 2,802 [2016] 3,406 [2015]

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[^] New Exhibit Zone introduced for the first time in this year.
本届新增展区

* New Exhibitors not participated in past editions.
未曾于以往展会参展的新展商数目

Analysis 分析

- A total of 28 exhibitors participated in the new exhibit zone of 'Environmental, Safety & Protection'.
- The total number of 338 exhibiting companies in SFCHINA2017 indicated a 22.9% growth compared to the last 2016 Guangzhou edition.
- 本届新增的「环境保护、安全及个人保护设备」展区共有 28 家参展公司展出。
- 本届参展公司总数达 338 家，较 2016 年广州展增加 22.9%。

Statistics & Analysis on Accompanying Technical Programmes 展会同期举行活动数据及分析

TECHNICAL SEMINARS

专题技术讲座

Total No. of Sessions 总场数	6	Total No. of Attendees (approx.) 出席人数 (约)	297
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Analysis 分析

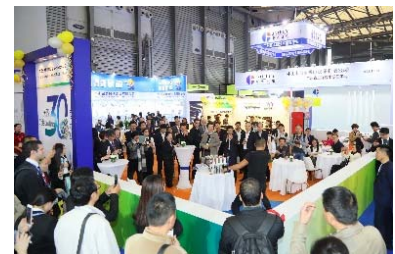
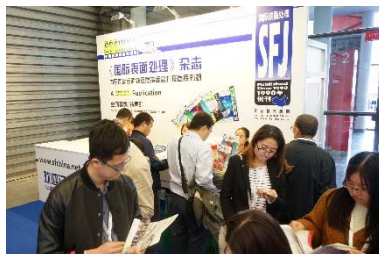
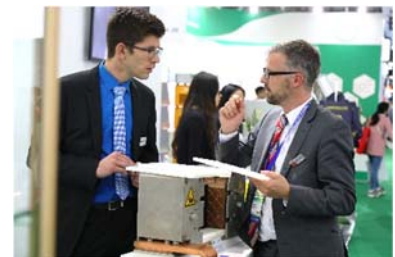
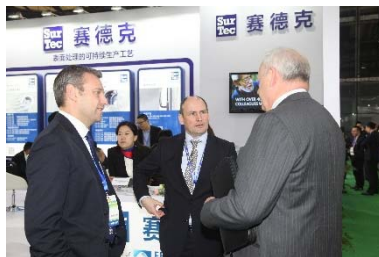
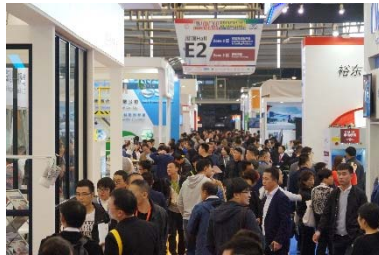
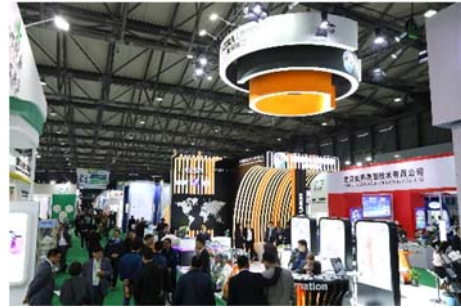
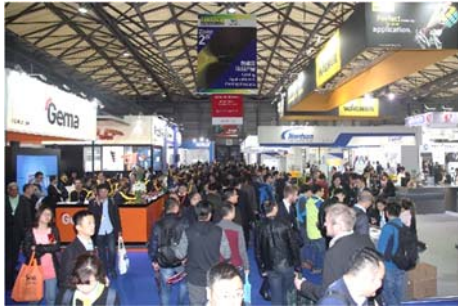
- This year's technical seminars attracted an average number of 50 attendees per session, the best results in recent years.
- 本届各专题技术讲座平均出席人数为每场 50 人，是近年之冠。

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详细展会报告将于 2018 年 1 月发布。

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15-17.11.2017 • 上海 Shanghai

Snapshots from SFCHINA2017 本届展会实况



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