



NEWS

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**For immediate
Press Release**

IN SPITE OF ECONOMIC SLOWING DOWN THE SHOW CONTINUED TO MANAGE RESILIENT GROWTH!

SFCHINA2018 (the 31st China International Exhibition for Surface Finishing & Coating Products), closed its gate on Dec 6 at Area A of the China Import and Export Fair Complex in Guangzhou, P. R. China. The leading surface finishing show reported encouraging results again this year with the continued support from the industry:

- **Total gross exhibition area:** 15,000 sqm (a rise of 7% against 2016 Guangzhou show)
- **No. of registered visitors:** 11,466, including 10,303 domestic and 1,163 overseas visitors
- **No. of exhibitors:** 313 from 19 countries/regions, including 83 new exhibitors
- **No. of representatives from exhibitors:** 3,180
- **No. of delegates participating in concurrent technical programmes:** 548, including Technical Seminars and Coating Applications for Automotive New Materials Forum

Visitors Expressed Positive Feedback in General

SFCHINA2018 attracted about 11,500 visitors, recording moderate growth. Number of overseas visitors maintained similar level. According to the findings of our visitor surveys, majority of visitors gave favourable comments after their visits:

- 94% agreed the show was well-organized
- 93% opined the show was successfully staged
- 93% affirmed the show had good mix of exhibitors
- 90% would recommend peers to visit SFCHINA
- 52% would plan to visit SFCHINA next year

Exhibitors Endorsed This Was A Good Show in General

Total number of 2018 exhibiting companies sustained 13.8% growth compared to 2016 Guangzhou edition. 57 exhibitors showcased in 'Environmental, Safety & Protection' Exhibit Zone, which has doubled the figure of 2017. Exhibitors showed strong support to SFCHINA again according to our exhibitor survey results:

- 100% affirmed SFCHINA was important for their sales and marketing activities in China & Asian markets
- 94% endorsed SFCHINA could help to improve brand or corporate image
- 94% agreed SFCHINA could serve to develop new markets, find new customers and build relationships with prospects
- 92% opined SFCHINA could consolidate existing sales channels
- 83% concluded their participation this year was successful

Concurrent Technical Programmes Addressed Current and Future Industry Issues

This year SFCHINA continued to host 5 Technical Seminar and a half-day 'Coating Applications for Automotive New Materials Forum', attracting more than 540 delegates.

Next SFCHINA edition will return to Shanghai on Nov 18-20, 2019 at the Shanghai New International Expo Centre (SNIEC).

For more info on SFCHINA, always visit www.sfchina.net or follow us on Facebook, Twitter and LinkedIn.

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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.