



NEWS

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**For immediate
Press Release**

Encouraging Visiting Statistics Strengthen SFCHINA2019 As the Industry's Great Meeting Platform

11,528 Visitors and 340 Exhibitors Attended The 3-Day Event

SFCHINA2019, the 32nd edition of its series, concluded with a record-breaking net exhibit size on November 18-20 at the Shanghai New International Expo Centre (SNIEC), P.R. China. The exhibition results further strengthen SFCHINA's status as a great platform where surface finishing industry meets annually:

- **Total Gross Exhibition Area:** 17,000 sqm – A New Record! (A rise of 5% and 23% against 2017 and 2018 editions respectively);
- **No. of Registered Visitors:** 11,528, including 10,370 domestic China and 1,158 overseas visitors;
- **No. of Exhibitors:** 340, from 22 countries/regions, including 77 new exhibitors;
- **No. of Exhibitor Representatives:** 3,225 (10% more than 2017 edition);
- **No. of Delegates Participating in Concurrent Technical Programmes:** 911, including 7 Technical Seminars and 8 Technical Forum sessions.

Visitors Expressed Positive Feedback

Total number of SFCHINA2019 visitors increased by 3.9% and 0.5% respectively compared to 2017 Shanghai and 2018 Guangzhou editions. Number of overseas visitors remained steady. According to the findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 96% affirmed the exhibitor mix was comprehensive;
- 95% agreed SFCHINA2019 was well-organized;
- 95% opined SFCHINA2019 was successfully staged;
- 89% would recommend peers to visit the exhibition;
- 68% intended to visit SFCHINA2020 Guangzhou.

What Visitors Said About SFCHINA

"I continue to find incremental innovations for coating application this year. It is always fruitful to attend SFCHINA."

Gary Gu, Senior Chemist, Sherwin-Williams (Shanghai) Coating Ltd. (China)

"The Organizer hosted a number of attractive technical programmes alongside the exhibition doubling my gains at the visit."

Shyam Malu, Manager, T.K. Malu & Sons Group (India)

Exhibitors Recognized It Was A Successful Exhibition

Compared to 2018 edition, total number of exhibitors grew by 8.6% and the number of exhibiting companies in "Electroplating and Finishing Technology" zone increased by 23%. Vast majority of them showed satisfaction to SFCHINA according to our exhibitor survey results:

- 100% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 96% endorsed the exhibition could strengthen brand or corporate image;
- 94% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects;
- 94% opined the exhibition could reinforce existing sales channels;
- 82% concluded their participation as successful.

How Exhibitors Assessed SFCHINA

"SFCHINA2019 has attracted many smart equipment producers to visit, which is an excellent highlight this year."

Jin Hao, General Manager, Gema (Shanghai) Co., Ltd.

"Our buyers come from all over the world, and SFCHINA visitors are particularly interested in our new products and solutions."

Pallavi More, President, Grauer & Weil (India) Ltd.

The 33rd edition of SFCHINA will return to Guangzhou on December 8-10, 2020 at Area A of the China Import and Export Fair Complex (Canton Fair Complex). More information is available at www.sfchina.net now. Follow us on Facebook, Twitter, LinkedIn, YouTube and our official Mobile APP to receive future updates.

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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 are held annually and alternate the venue between the cities of 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.