



# NEWS

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## **For Immediate Press Release**

## **You Can Visit SFCHINA2020 Either Online or Offline This Year!**

The 33<sup>rd</sup> edition of SFCHINA exhibition will take place as scheduled in Hall 5.1, Area A of the China Import and Export Fair Complex (CIEFC) in Guangzhou, P.R. China on December 8-10, 2020. Over 145 exhibitors from 12 countries/regions (as of September 14, 2020) have already confirmed their presence and will showcase their products and services in 3 exhibit zones, namely 'Electroplating & Finishing Technology', 'Environmental, Safety & Protection' and 'Coating Applications & Coating Products'. With a history of more than 30 years, SFCHINA is launching a NEW Virtual Edition in late November. For the first time ever, exhibitors and visitors can both enjoy a unique hybrid experience!

### **Integrated Online-Offline Exhibition Platform**

Some exhibitors and visitors, particularly from overseas, may be unable to travel to Guangzhou this year. However, now they can exhibit at or visit our brand new Virtual Edition as an alternative way to be present at the annual industry gathering. The Virtual Edition consists of 2 parts: 'GZ Show' section includes all exhibitors who are exhibiting in our Guangzhou Ground Show, whereas 'Virtual Show' includes those who are unable to exhibit in the Ground Show and choose to exhibit virtually this year. The Virtual Edition ([www.sfchinavirtual.net](http://www.sfchinavirtual.net)) is going live in late November and will stay online for 60 more days after the physical edition closes on December 10. Exhibitors and visitors can connect via our virtual platform anytime, anywhere, and for an extended period of time. Visitors can browse Exhibitors' Pages, download product information, live chat, leave offline messages, participate in live streaming sessions and concurrent technical programmes, etc. In addition, a 'Virtual Zone' will be set up on the 2020 Guangzhou show floor, where onsite visitors can access and interact with virtual exhibitors instantaneously.

### **Concurrent Technical Programmes Also Going Live**

SFCHINA continues to host technical programmes alongside the exhibition, including a series of Technical Seminars presented by our exhibitors. Technical Seminars are also going live for the first time this year, where visitors who are unable to participate in person can join in webinar format to interact and engage with speakers directly, and to collect relevant product information, latest technology trends and industry policies online.

### **Visitor Registration for the Physical Edition Is Now Open!**

Visitors can now pre-register on SFCHINA's official website [www.sfchina.net](http://www.sfchina.net) to receive Visitor E-Pass in advance. Visitors can also follow our official WeChat account (ID: ChinaCoat\_SFChina) to register. Visitor Registration for the Virtual Edition will be available in late October at [www.sfchinavirtual.net](http://www.sfchinavirtual.net). Please check back our official websites from time to time, and follow SFCHINA on Facebook, Twitter, LinkedIn and YouTube to receive first-hand information or to get in touch with us.

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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.