



NEWS

December 29, 2020

**For Immediate
Press Release**

The Show Closed with Reasonable Results in A Year Full of Uncertainties

Committed to Providing a Business Platform for the Industry

SFCHINA2020, the 33rd edition of its series, concluded on a reasonable note on December 10 at Area A of the China Import and Export Fair Complex (CIEFC) in Guangzhou, P.R. China. During such unprecedented time, as well as facing lots of uncertainties and challenging environment this year, SFCHINA still managed to organize an exhibition for the industry. Here are some preliminary figures for your reference:

- **No. of Registered Visitors:** 4,011, including 3,986 domestic China and 25 overseas visitors;
- **No. of Exhibitors:** 164 from 13 countries/regions, including 33 new exhibitors;
- **No. of Exhibitor Representatives:** 1,375;
- **No. of Delegates Participating in Concurrent Technical Programmes:** 510, participating in 8 sessions of Coating Applications Technical Forum - Smart & Safety Management and 4 sessions of Surface Engineering Application Salon.

Offered A Hybrid Format for The First Time

In view of some exhibitors and visitors, particularly those from overseas, were unable to attend SFCHINA2020 in person, a brand new Virtual Edition (www.sfchinavirtual.net) was launched to facilitate exhibitors and visitors to meet online even after the Guangzhou Ground Show ended. The Virtual Edition includes all exhibitors who exhibited in Guangzhou Ground Show and will stay online for 60 more days after the Ground Show closed on December 10, 2020 until February 6, 2021, providing an additional option for the industry to stay connected.

Visitors Expressed Positive Feedback

Although some recognized industry players were missing this year due to global travel restrictions, SFCHINA was still able to attract a number of renowned brand names and their distributors to showcase their new products and customized services. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 94% affirmed the exhibitor mix was comprehensive;
- 94% expressed concurrent technical programmes were of high quality;
- 94% agreed SFCHINA was well-organized;
- 93% opined SFCHINA was successfully staged.

What Visitors Said About SFCHINA

"The exhibition represents the temperature and wind direction of the industry. I visit the show to allow myself to witness and experience."

David Zhou, Sales Director, Nordson (China) Co., Ltd. (China)

Exhibitors Expressed Satisfaction Too

Although many exhibitors from overseas were unable to participate in person, some arranged their domestic representatives to exhibit or participate via their agents/distributors. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 97% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 97% endorsed the exhibition could strengthen brand or corporate image;
- 92% expressed the exhibition could help consolidate existing sales channels;
- 87% opined the exhibition was an effective platform for promoting new products or services;
- 84% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects.

How Exhibitors Assessed SFCHINA

"Although the number of visitors attending in person has decreased, most of them are potential customers."

Luo Yiming, General Manager, Guangzhou Tongxing Industry Co., Ltd.

The 34th edition of SFCHINA will return to Shanghai on November 16-18, 2021 at the Shanghai New International Expo Centre (SNIEC). More information is available at www.sfchina.net now. Follow us on Facebook, Twitter, LinkedIn and YouTube, and make sure to visit our official website 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.