



Nov 16-18 • Shanghai, P. R. China

# NEWS

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## **For immediate Press Release**

## **Finishing Industry Will Set Off Again in Shanghai!**

The 34<sup>th</sup> edition of SFCHINA is returning to Shanghai from November 16 to 18, 2021 at the Shanghai New International Expo Centre (SNIEC), P.R. China. This year we have planned a total gross exhibition area of about 10,000 square metres. With 3 exhibit zones covering the entire industry, including 'Electroplating & Finishing Technology', 'Environmental, Safety & Protection' and 'Coating Applications & Coating Products', SFCHINA2021 allows exhibitors to consolidate their presence in Asia especially China, and seize new opportunities during economic recovery.

### **Finishing Industry Is Poised for Rebound In 2021**

Asia, particularly China, is anticipated to rebound in 2021 and continues to be the world's fastest-growing surface finishing market. Market projects GDP of Asia to grow by 6.8% while China's GDP is expected to rebound to 7.9% in 2021. China's economy grew more than expected last year by reporting 2.3% GDP growth, exceeding RMB¥100 trillion for the first time. The pandemic has hindered finishing market growth in 2020 as supply chains were impaired due to reduced transport options and demand from end-users declined due to lockdown measures imposed by governments globally. The rollout of vaccination campaigns should allow economies to get back on track, paving the way for rising demand for finishing materials, tools and equipment. In fact, global manufacturing industry has gradually recovered in the second half of 2020. Asia-Pacific region will continue to be the leading contributor to finishing market growth in 2021, with robust demand from end-user industries such as automotive, construction, electronics and hardware.

### **2021 Virtual Show Coming Soon in a Brand New Look**

To allow exhibitors and visitors who were not able to attend 2020 Guangzhou Ground Show to still take part, the Organizer launched a brand new Virtual Show for industry

players to continue participating in a hybrid format last year. Exhibitions being held in hybrid format looks to have become a 'new normal' to the exhibition industry. SFCHINA will continue to offer an online platform for exhibitors to highlight their products and technologies virtually to visitors this year. Stay tuned for more updates on our Virtual Show later.

### **An Exhibition You Can't Afford to Miss**

SFCHINA has been offering a platform for the industry to leverage market potential and pursue business growth since 1983. Our 2020 Guangzhou edition managed to attract over 4,000 trade visitors from 7 countries/regions, together with over 160 exhibitors from 13 countries/regions. On the surface, both visitor and exhibitor data were far lower than previous editions. But under the effects of global pandemic, the results could be considered acceptable. SFCHINA2021 will be staged at Shanghai again to facilitate exhibitors to showcase their products and negotiate with partners. Booth reservation has started, apply to exhibit now!

To learn more about SFCHINA2021, please visit [www.sfchina.net](http://www.sfchina.net) or contact the Organizer. Follow us on Facebook, Twitter, LinkedIn and YouTube 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.