



■ PHYSICAL SHOW: Nov 16 – 18 • Shanghai, China

■ ONLINE SHOW: Nov 10 – Dec 10

NEWS

August 9, 2021

For immediate Press Release

Visit Both our Physical and Online Shows!

The 34th edition of SFCHINA is on track to open its doors from November 16 to 18, 2021 at Hall E1 of the Shanghai New International Expo Centre (SNIEC), P.R. China. This year we have planned a total gross exhibition area of over 11,000 square metres. Over 190 exhibitors from 15 countries/regions (as of Aug 9, 2021) will showcase their new products, services and solutions in 3 exhibit zones, including 'Electroplating & Finishing Technology', 'Environmental, Safety & Protection' and 'Coating Applications & Coating Products'. In addition to the physical exhibition, SFCHINA will be accompanied again with an Online Show this year, bringing exhibitors and visitors together and helping them to match businesses in a hybrid format.

Asia Is the Leading Region for The Finishing Industry

Although the global pandemic has somewhat constrained market growth, the finishing industry is consolidating and picking up the pace as global manufacturing industry has gradually recovered in the second half of 2020. Asia is taking the lead globally due to thriving construction and automobile industries in developing countries like India and China. Such growth can be attributed to the ever-rising population, rapid urbanization, growing disposable incomes and increasing government investments in infrastructure development in the region. SFCHINA is one of the few sizeable industry exhibitions to take place as a live, physical event this year. Together with the synergy produced by our Online Show, SFCHINA2021 strives to keep industry players connected and bring more business opportunities!

Explore Technology Trends and Enhance Professional Knowledge

The finishing industry is constantly evolving in terms of technologies, management and

manufacturing, especially in the post-pandemic world. Various industry experts are invited to provide insights on trends and changes of the industry via our concurrent Technical Programmes. Learn more on what we will be offering in each event as follows:

Automotive Coating & High Value-Added Plating Solutions Forum

The Technical Forum addressing topics on 'Smart Coating Technologies under "Dual Carbon Goals"' and 'High Value-Added Electroplating Technologies and Equipment' will be held during Day 1 and 2 of SFCHINA2021. Visitors can choose to participate in-person or on our Online Show Platform live and/or as playback free of charge afterwards.

New Tech Corner Live Broadcast

The event will be hosted again alongside SFCHINA2021, which can be view live during exhibition period on our Online Show Platform or as playback free of charge afterwards. Academics and industry experts will be invited to discuss latest plating and finishing technologies, applications, products as well as emerging markets.

Continue to Stage an Online Show This Year

SFCHINA series of exhibition always aims at providing seamless experience to the finishing industry. In addition to the physical exhibition to be held in Shanghai, we continue to host an Online Show (www.sfchinaonline.net) to be held alongside the 3-day exhibition in Shanghai (November 16-18, 2021) and will stay online before and after the physical exhibition for a total of 30 days, from November 10 to December 10, 2021. This year, the Online Show will consist of all confirmed physical exhibitors, as well as exhibitors who choose to exhibit virtually. Other features include Chat Room, Exhibitor's Live Streaming, Business Matching, enhanced Product Search Function and a new Video Meeting Function to enable visitors to schedule one-on-one video meeting with exhibitors online.

Visitor Registration for Physical & Online Exhibitions Is Now Open

Visitors can now register on SFCHINA's official websites www.sfchina.net to visit the Physical Show and on www.sfchinaonline.net to visit the Online Show. Visitor Registration is also available on our official WeChat platform (ID: ChinaCoat_SFChina). Please check back our official websites from time to time and follow SFCHINA on Facebook, Twitter, LinkedIn and YouTube to receive future updates.

- End -

Visitor & Media Enquiry: Ms. Florence Ng

Exhibitor Enquiry: Ms. Laurie Yeung

Technical Programme Enquiry: Mr. Dave Chan

Sinostar-ITE International Limited / SFCHINA Exhibition Limited

Address: 2101-2, 21/F., Jubilee Centre, 42-46 Gloucester Road, Wanchai, Hong Kong

Tel: (852) 2865 0062

Fax: (852) 2804 2256

Email: info@sinostar-intl.com.hk

Website: www.sfchina.net

About Sinostar-ITE International Limited

Sinostar-ITE International Limited (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.