



# NEWS

March 10, 2023

## **For Immediate Press Release**

### **SFCHINA2022's Attendance Figures Exceeded Expectation!**

#### **The First Post-Pandemic Industry Event Closed Successfully in Guangzhou**

The 35<sup>th</sup> edition of SFCHINA, originally scheduled to be held on December 6-8, 2022, was successfully concluded at the new show date on February 22-24 in Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China. With the change of China's pandemic prevention strategy and removal of quarantine requirements for inbound travelers, both local and overseas visitors were enthusiastic to be able to network, learn and meet in person again. Coupled with the continued support from exhibitors, the exhibition floor was filled with industry players who were eager to experience personal encounter. The following are some preliminary figures of the physical exhibition:

- **No. of Registered Visitors Turned Up:** 9,330, including 9,299 Domestic China and 31 overseas visitors;
- **No. of Exhibitors:** 98 from 12 countries/regions, 14 of which were new exhibitors;
- **No. of Exhibitor Representatives:** 605;
- **No. of Attendees Participating in Onsite Technical Programmes:** 600 participating in 6 sessions of Technical Forum.

#### **Online Show Concluded on March 6**

SFCHINA series of exhibition continued to offer an Online Show [www.sfchinaonline.net](http://www.sfchinaonline.net) as an additional platform for visitors who could not attend physically to stay connected with the industry seamlessly. The Online Show was held from February 6 – March 6 and alongside the 3-day physical exhibition. 'Tech Talk Videos', a new online event was held for visitors to learn latest technologies, market trends and practical solutions through short videos presented by industry experts. The following are some preliminary figures of the Online Show:

- **No. of Logged-In Visitors:** 1,315 from 26 countries/regions;
- **No. of Exhibitors:** 98 from 12 countries/regions;

- **Total Pageviews:** 9,238;
- **Total Pageviews for Online Technical Programmes:** 528.

### **Visitors Expressed Positive Feedback**

Though digital marketing channels and platforms could temporarily cater for visitors' purchasing and networking needs during the pandemic, they had certain limitations. With the reopening of physical exhibition, visitors' willingness to attend the annual industry event in person was strong. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 98.3% expressed concurrent technical programmes were of high quality;
- 97.8% agreed SFCHINA was well-organized;
- 97.7% affirmed the exhibitor mix was comprehensive;
- 97.7% opined SFCHINA was successfully staged.

### **Exhibitors Expressed Satisfaction Too**

In-person marketing is still widely regarded as one of the important channels for exhibitors to conduct business. Majority of exhibitors had been looking forward to the return of physical exhibition and showed satisfaction to the exhibition according to our survey results:

- 99.8% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 95.4% endorsed the exhibition could strengthen brand or corporate image;
- 92.3% expressed the exhibition could help consolidate existing sales channels;
- 90.8% opined the exhibition was an effective platform for promoting new products or services;
- 87.7% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects.

The 36<sup>th</sup> edition of SFCHINA will be back to Shanghai on November 15-17, 2023 at the Shanghai New International Expo Centre (SNIEC). More information is available at [www.sfchina.net](http://www.sfchina.net) now. Follow us on Facebook, Twitter, LinkedIn and YouTube, and visit our official website to receive future updates. Scan the QR Code below to look at the photos taken during the exhibition.



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*Visitor & Media Enquiry: Ms. Florence Ng*  
*Exhibitor Enquiry: Ms. Laurie Yeung*

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

Email: [info@sinostar-intl.com.hk](mailto:info@sinostar-intl.com.hk)

Website: [www.sfchina.net](http://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 and English) trade magazines, and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Surface Finishing" and "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.