



■ PHYSICAL SHOW: Mar 2-4, 2022 • Shanghai  
■ ONLINE SHOW: Dec 15, 2021 - Mar 15, 2022

# NEWS

December 13, 2021

## **For immediate Press Release**

### **Mark Your Calendar! A New Show Date — March 2-4, 2022**

Given that there were increasing numbers of COVID-19 cases in some regions in P.R. China, as well as taking into account the advices from various Government Organizations such as National Health Commission, the Organizers announced on November 8, 2021 that the 34<sup>th</sup> edition of SFCHINA, originally scheduled to be held on November 16-18, 2021, has been postponed to March 2-4, 2022 at the original venue, Hall E1 of Shanghai New International Expo Centre (SNIEC). Meanwhile, the Online Show ([www.sfchinaonline.net](http://www.sfchinaonline.net)) will be launched earlier on December 15, 2021, and will stay open until March 15, 2022. The extended online period allows visitors, particularly those from overseas, to contact over 190 exhibitors, to preview the industry's new technologies, new products and new trends, and to implement their 2022 procurement plans effectively.

#### **Maintain Close Contact with The Industry**

Before February 14, 2022, the Online Show will be primarily for information of exhibitors only. Thereafter until March 15, 2022, visitors can utilize the interactive and live broadcast functions to get along with exhibitors. Features of the Online Show include business matching, enhanced product search, exhibitor's live broadcast, chat room, real-time participation or recap of concurrent technical programmes, etc.

#### **Register Now to Visit Our Physical & Online Shows**

Visitors who have registered with real-name authentication to visit the Physical Show can use the same E-Pass / Registration Notice to attend on the new show date without having to register again. Visitors who have registered to visit the Online Show can now use the registered email and password to login and start browsing. For those who have

not registered yet, please do so on SFCHINA's official websites [www.sfchina.net](http://www.sfchina.net) to visit the Physical Show and on [www.sfchinaonline.net](http://www.sfchinaonline.net) to visit the Online Show. Visitor registration is also available on our official WeChat platform (ID: ChinaCoat\_SFChina). Please check our official websites from time to time and follow SFCHINA on Facebook, Twitter, LinkedIn and YouTube to receive future updates.

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#### **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.