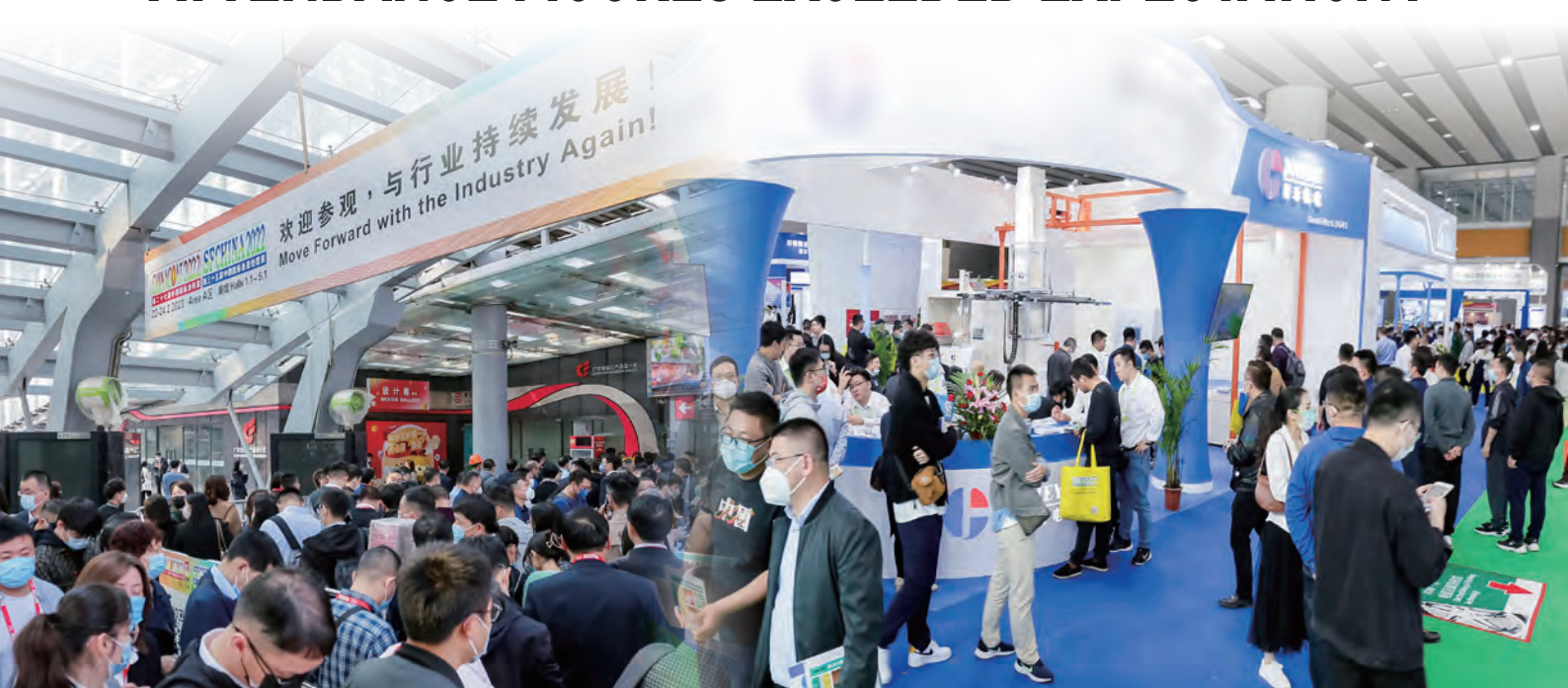
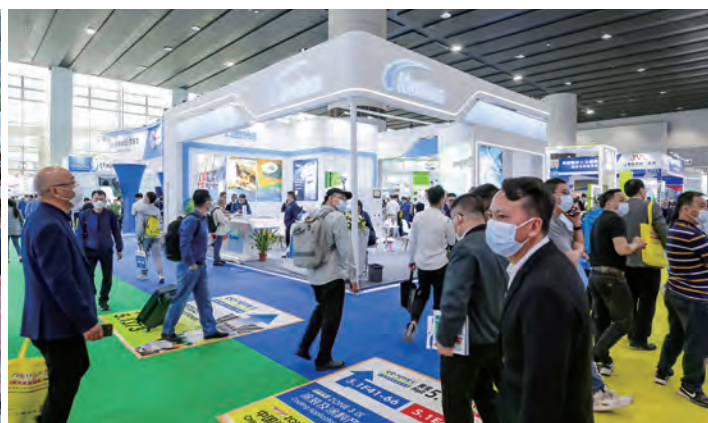
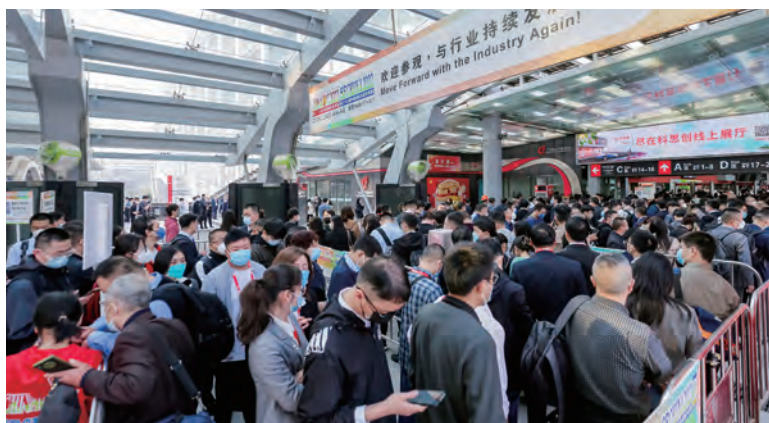


疫后首个行业展览会， 观众/参展商踊跃出席！ ATTENDANCE FIGURES EXCEEDED EXPECTATION!



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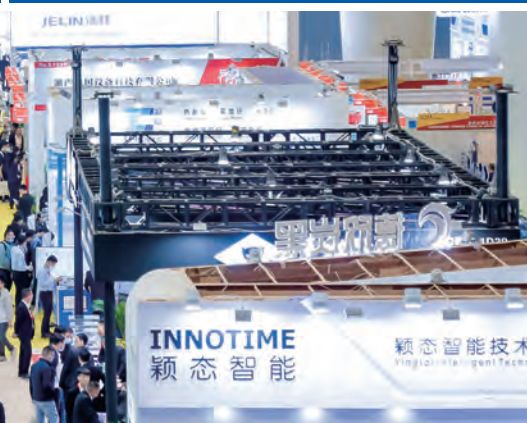
98

164 (2020)
340 (2019)

参展商数目
No. of Exhibitors

14

首次参展公司
No. of New Exhibitors



参展目的 Exhibiting Objective(s)* * 可选多项 Multiple Answers Possible



95.38%

强化品牌或企业形象
Improved Brand or Corporate Image

94.60%

收集市场信息、了解当地市场、开发新产品
Collected Market Information, Understood Local Markets,
Surveyed New Product Ideas

92.31%

巩固现有销售管道和客户关系
Consolidated Existing Sales Channels and Customer Relationships

90.77%

推广新产品或服务
Promoted New Products or Services

90.51%

研究竞争对手产品和信息
Researched for Competitors' Products and Profiles

87.69%

开发新市场、寻找新客户、与潜在客户建立关系
Developed New Markets, Found New Customers and
Built Relationships with Prospects

85.81%

物色代理商、分销商或合作伙伴
Looked for Agents, Distributors or Partners

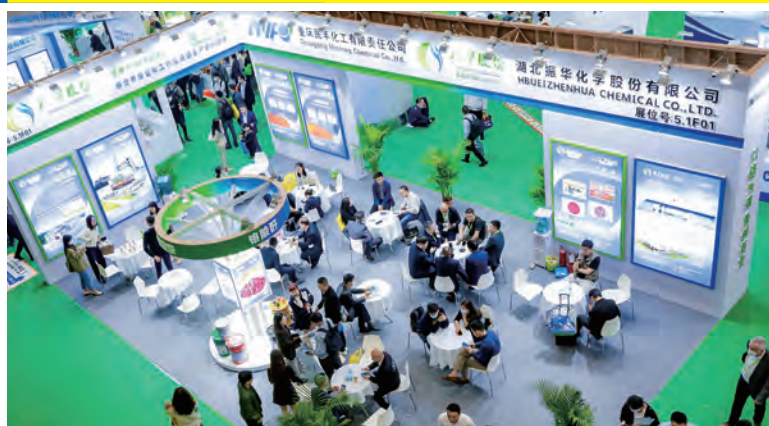
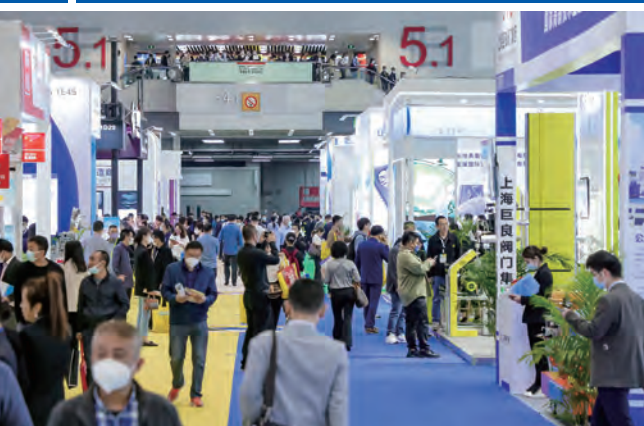


605

参展商代表
Exhibitor Representatives



浏览更多展览会图片
View More Photos of
SFCHINA2022



参展国家及地区
Exhibitors' Origin

12

13 (2020)
22 (2019)

亚太区 Asia Pacific

中国、中国香港特别行政区、中国台湾地区、日本
China, Hong Kong SAR, Taiwan Region, Japan

欧洲 Europe

比利时、法国、德国、希腊、荷兰、俄罗斯、瑞典
Belgium, France, Germany, Greece, The Netherlands, Russia, Sweden

美洲 America

美国 USA

参展商认为参加「中国国际表面处理展」是在中国及亚洲地区重要市场推广活动吗？

How important did exhibitors view their participation in SFCHINA for their sales and marketing activities in China and Asia markets?



参展商认为本届展览会参展成功吗？

How successful did exhibitors assess their participation this year?



中国境内 Domestic China

9,299

海外 Overseas

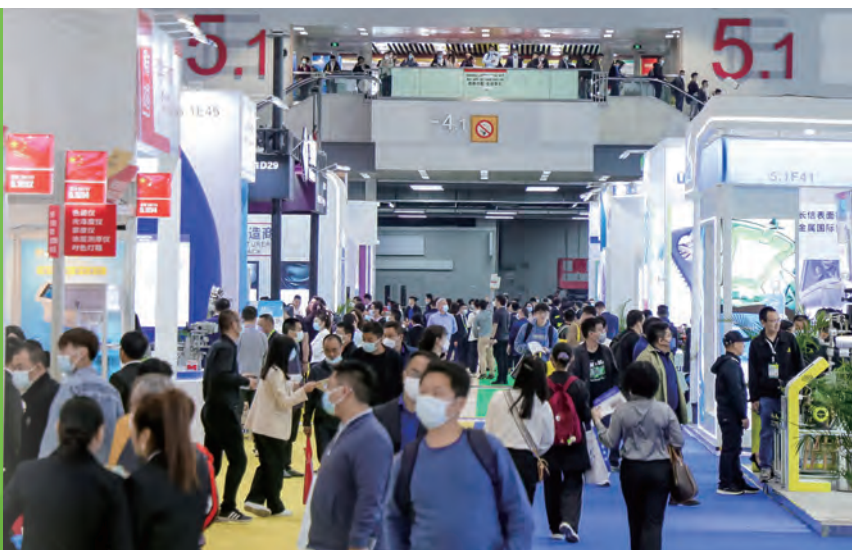
31

观众总人数 Total No. of Visitors

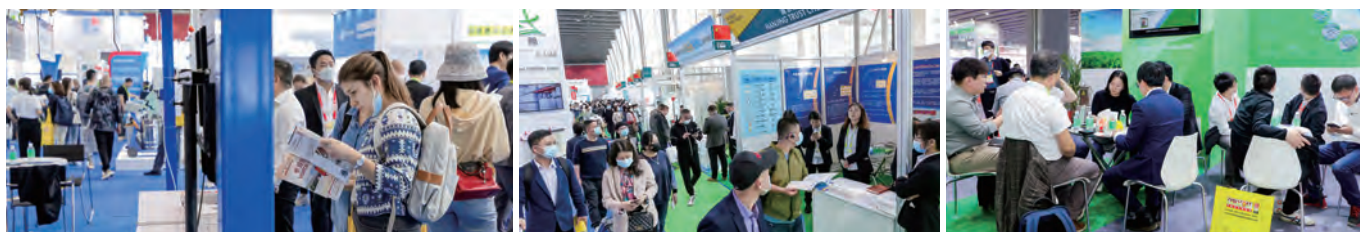
9,330

来自国家及地区 Visitors' Origins

14



- 本届展览会吸引逾 9,300 名观众登记及出席，数据令人振奋！
Over 9,300 visitors registered and attended the physical exhibition, the numbers exceeded our expectation!
- 本届展览会由 2022 年 11 月延期至 2023 年 2 月举行，刚开始放宽入境限制，但因申请签证需时，令海外观众大多未能赶上出席。
SFCHINA2022 was postponed from November 2022 to February 2023. China just began to relax its entry restrictions to travelers, thus overseas visitors were unable to attend due to the time required to apply visas.



观众来自国家 / 地区 Visitors by Countries/Regions

亚太区 ASIA PACIFIC

| | |
|--------------------------------|-------|
| 中国国内 Domestic China | 9,299 |
| 中国香港特别行政区 Hong Kong SAR, China | 11 |
| 中国台湾地区 Taiwan Region, China | 8 |
| 日本 Japan | 2 |
| 韩国 Korea | 1 |
| 阿曼 Oman | 1 |
| 菲律宾 The Philippines | 1 |

新加坡 Singapore 1
阿联酋 UAE 1

欧洲 EUROPE

俄罗斯 Russia 1

美洲 AMERICA

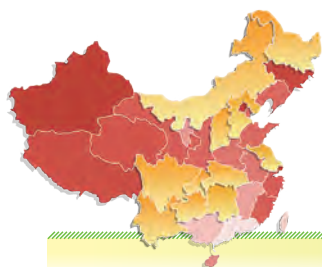
加拿大 Canada 1

美国 USA 1

委内瑞拉 Venezuela 1

非洲 AFRICA

阿尔及利亚 Algeria 1



按省市计，中国境内观众最多来自 In terms of provinces and cities in China, the largest number of visitors came from

| | |
|-------------------------------|----------------------------|
| 65.95% 广东省 Guangdong Province | 1.99% 福建省 Fujian Province |
| 5.33% 上海市 Shanghai | 1.87% 湖北省 Hubei Province |
| 4.05% 江苏省 Jiangsu Province | 1.52% 四川省 Sichuan Province |
| 3.80% 浙江省 Zhejiang Province | 1.52% 河南省 Henan Province |
| 2.45% 山东省 Shandong Province | 1.72% 河北省 Hebei Province |

“我们是一家德国公司。参观目的主要是寻找合作夥伴。在这里，我们开阔了视野，期待着未来与参展商有更深入的合作。”

We are a German company. My main visiting purpose is to find business partners. We have broadened our horizon and anticipated deeper cooperation in the future.

Stefan Benschling

技术总监，易弗鲁德流体技术（上海）有限公司，德国
Technical Director, E-Fluid Technology Co., Ltd., Germany



“这是我第一次参观「中国国际表面处理展」，展品种类多，给我留下了深刻印象。我计划参观 2 天，在这里寻找对公司有用的产品。”

This is my first time visiting SFCHINA and I am very impressed with the wide range of exhibits. It allows me to explore potential products for our company. I will spend 2 days here.

常淑全 Chang Shu Quan

销售经理，东营福旺达生物科技有限公司，中国山东省
Sales Manager, Dongying Fuwangda Biotechnology Ltd., Shandong Province, P.R. China



观众感兴趣的展品 Product Groups Visitors Were Interested In

| | |
|--------|--|
| 28.25% | 油漆涂装 Painting Application |
| 25.99% | 水性涂料 Waterborne Coatings |
| 20.34% | 粉末涂料 Powder Coatings |
| 18.08% | 粉末涂装 Powder Coating Application |
| 12.43% | 预处理 Pre-Treatment |
| 10.73% | 汽车涂装线 Automotive Painting Line |
| 10.73% | 电镀设备 Electroplating Equipment |
| 10.73% | 不粘涂料 Non-Stick Coatings |
| 10.73% | 辐射固化涂料 UV Coatings |
| 9.60% | 电镀原材料 Electroplating Raw Material |
| 9.04% | 研磨 / 抛光 / 上蜡 Abrasion/Buffering/Polishing |
| 9.04% | 阳极氧化 Anodizing |
| 6.78% | 电泳涂装 Electrophoretic Coating |
| 6.21% | 铝型材处理 Aluminum Treatment |
| 6.21% | 喷枪 Spray Gun |
| 6.21% | 真空电镀 Vacuum Electroplating |
| 5.08% | 喷砂 / 清洗 Blasting/Washing |
| 3.39% | 去除烟尘 / 环保技术 Dust & Fume Extraction, Environmental Technology |
| 3.39% | 非导电体金属化 Metalizing Nonconductor |



参观主要目的 Main Purpose of Visit

* 可选多项
Multiple Answers Possible

寻找供应商 Sourced Suppliers

50.85%

寻找新产品 Sourced New Products

49.72%

收集信息做采购决定
Collected Information for Making Purchasing Decisions

20.34%

约见客户 / 合作伙伴 Met with Clients/Partners

18.64%

寻找新合作伙伴 / 代理 Sought New Partners/Sales Agents

14.12%

收集最新技术和市场讯息 / 评估市场发展趋势
Collected Updated Market and Technology Information/Evaluated Market Trends

14.12%

观众评价 Visitors' Comments

97.80%

认为展览会组织良好
Agreed SFCHINA2022
Was Well Organized

97.70%

同意参展商组合
全面和优秀
Affirmed Exhibitor Mix
was Comprehensive

97.70%

认为展览会举办成功
Agreed SFCHINA2022
was Successfully
Staged

98.30%

认为同期
技术交流活动质量高
Concluded Concurrent
Technical Programmes
were of High Quality



观众参加「电镀生产工艺」技术论坛 Visitors Joined our Technical Forum on Electroplating Production Technology



展览会同期举行「电镀安全管理和生产工艺」技术论坛，讲者与观众分享 2022 电镀市场回顾、园区安全管理及电镀企业的发展机遇等行业话题。

A Technical Forum on Safety Management & Production Technology for the Electroplating Industry was organized as part of the exhibition's concurrent Technical Programme. Speakers shared their views on the Overview of 2022 Electroplating Market, Safety Management of the Industrial Park, and Challenges and Opportunities for the Electroplating Industry.

部分观众来自的公司 / 行业协会 / 科研单位

Some Visitors were from Leading and Reputable Companies/Industry Associations/R&D Units



广东省电镀行业协会
Guangdong Province Electroplating Industry Association



成都表面工程行业协会
Chengdu Surface Engineering Association



贵阳市表面工程行业协会
Guiyang Surface Engineering Industry Association



广东省腐蚀科学与技术创新研究院
Institute of Corrosion Science and Technology



成都表面工程行业协会
Chengdu surface engineering association



排名不分先后 Listed in no particular order

线上展览会推出全新活动 ——「技术短片分享」

Online Show Launched a New Event — Tech Talk Videos

主办单位今年再次设立线上展览会 (www.sfchinaonline.net)，让观众于广州展览会期间及结束后，仍能通过线上平台继续参观至 2023 年 3 月 6 日。线上展全新活动——「技术短片分享」以视频方式向全球观众分享行业热门话题及最新技术资讯。

To help the industry stay connected, we created an Online Show (www.sfchinaonline.net) for international coatings community to visit and interact again this year. "Tech Talk Videos" was a new event this year where speakers shared their ideas, research results, developments and applications while presenting their talks in video format.



「技术短片分享」页面浏览人次
Tech-Talk Videos Pageviews

788

10,089

线上展所有页面总浏览人次
Total Pageviews of Online Show

参展商数据 EXHIBITOR DATA

线上展参展商
(包括所有实体展参展商)
Online Exhibitors
(Including All Physical Exhibitors)

98

来自国家 / 地区
Countries / Regions Origin

12

观众数据 VISITOR DATA

登入人数
Visitors Log-In

1,315

来自国家 / 地区
Countries / Regions Origin

26

观众来自国家 / 地区 Visitors by Countries/Regions

亚太区 ASIA PACIFIC

| | |
|--------------------------------|-------|
| 澳大利亚 Australia | 7 |
| 中国国内 Domestic China | 1,156 |
| 中国香港特别行政区 Hong Kong SAR, China | 21 |
| 台湾地区 Taiwan Region | 5 |
| 印度 India | 38 |
| 印度尼西亚 Indonesia | 7 |
| 伊朗 Iran | 5 |
| 日本 Japan | 7 |
| 马来西亚 Malaysia | 5 |
| 巴基斯坦 Pakistan | 9 |
| 菲律宾 The Philippines | 3 |
| 新加坡 Singapore | 9 |
| 斯里兰卡 Sri Lanka | 2 |
| 泰国 Thailand | 3 |

越南 Vietnam

5

欧洲 EUROPE

| | |
|----------------------|---|
| 白俄罗斯 Belarus | 2 |
| 捷克共和国 Czech Republic | 2 |
| 德国 Germany | 3 |
| 意大利 Italy | 3 |
| 俄罗斯 Russia | 9 |
| 西班牙 Spain | 2 |
| 土耳其 Turkey | 2 |

美洲 AMERICA

| | |
|---------------|---|
| 阿根廷 Argentina | 3 |
| 巴西 Brazil | 3 |
| 加拿大 Canada | 2 |
| 哥伦比亚 Colombia | 2 |

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- ▶ 电镀及精饰技术 Electroplating & Finishing Technology
- ▶ 涂装及涂料产品 Coating Applications & Coating Products
- ▶ 环境保护、安全及个人保护设备 Environmental, Safety & Protection

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