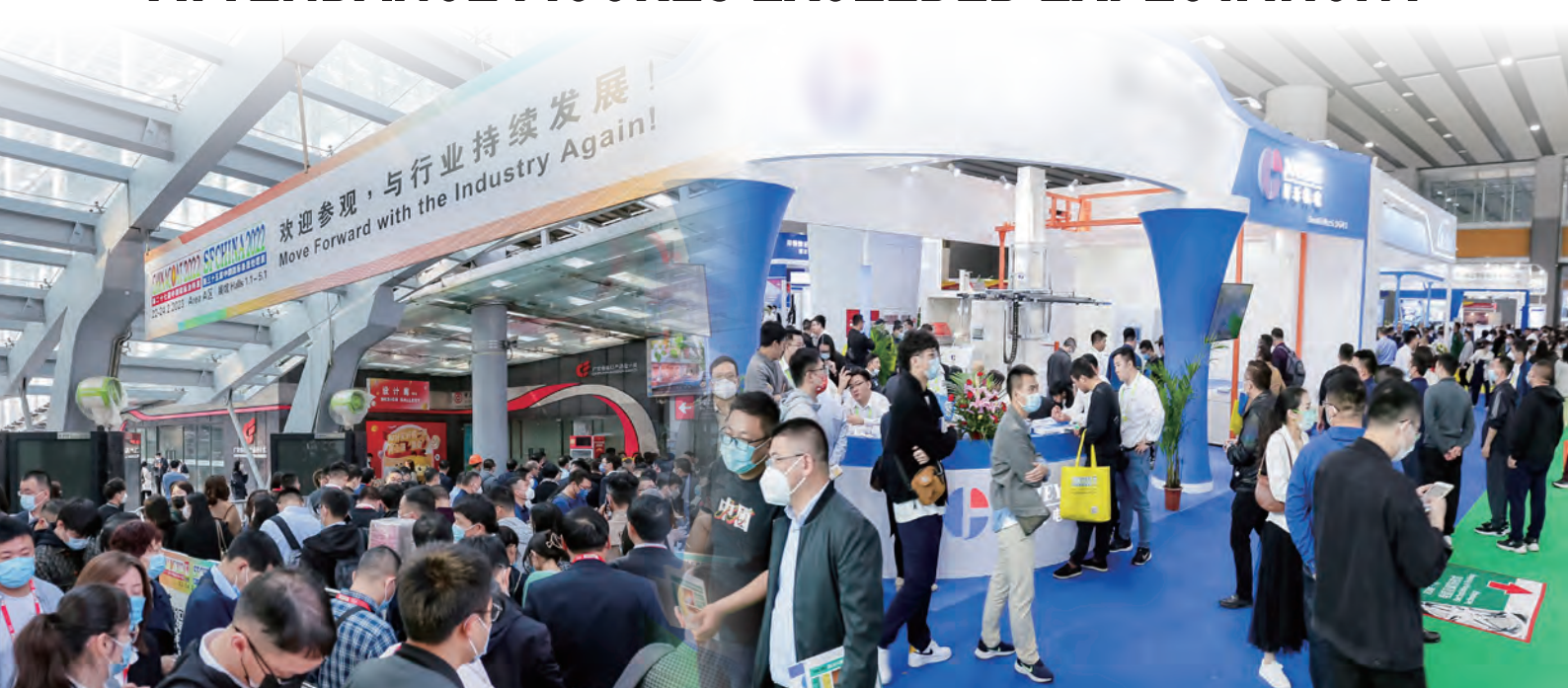


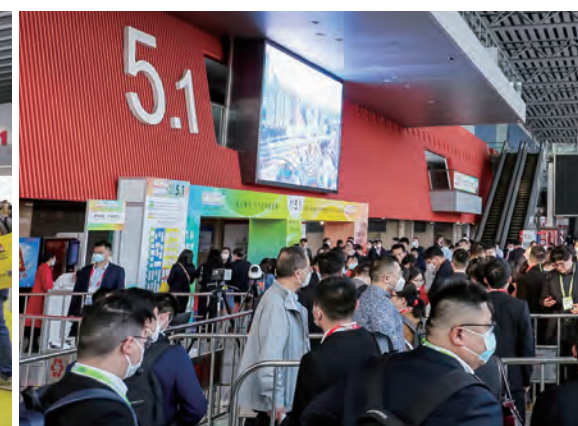
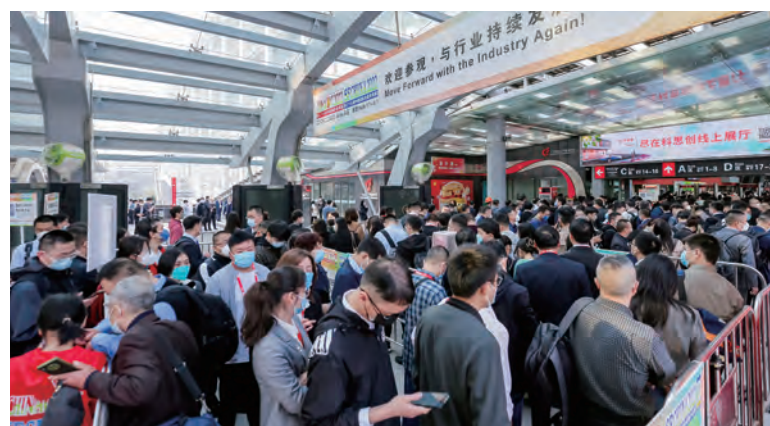
# 疫后首个行业展览会， 观众/参展商踊跃出席！ ATTENDANCE FIGURES EXCEEDED EXPECTATION!



[www.sfchina.net](http://www.sfchina.net)

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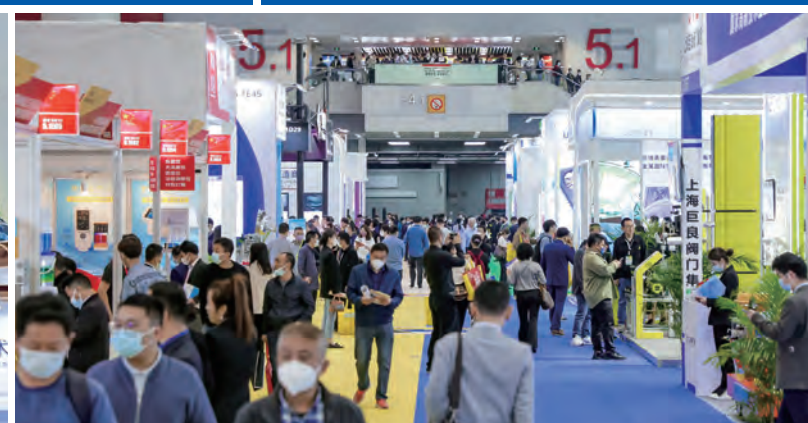
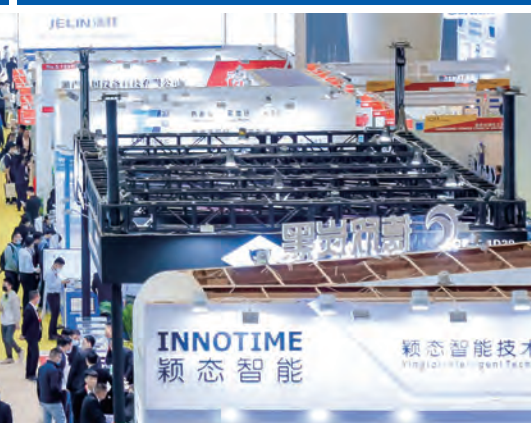
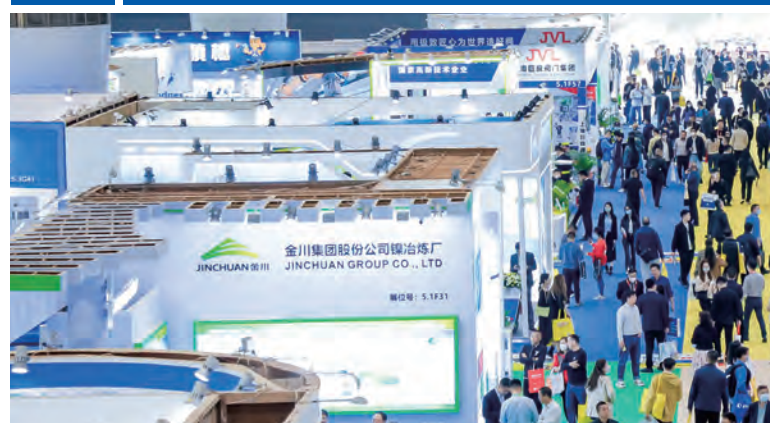


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View More Photos of  
SFCHINA2022

**98** 164 (2020)  
340 (2019)  
参展商数目  
No. of Exhibitors

**14**  
首次参展公司  
No. of New Exhibitors

**605**  
参展商代表  
Exhibitor Representatives



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



<b>95.38%</b>	强化品牌或企业形象 Improved Brand or Corporate Image
<b>94.60%</b>	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
<b>92.31%</b>	巩固现有销售渠道和客户关系 Consolidated Existing Sales Channels and Customer Relationships
<b>90.77%</b>	推广新产品或服务 Promoted New Products or Services
<b>90.51%</b>	研究竞争对手产品和信息 Researched for Competitors' Products and Profiles
<b>87.69%</b>	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
<b>85.81%</b>	物色代理商、分销商或合作伙伴 Looked for Agents, Distributors or Partners

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

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

“我们是一家德国公司。参观目的主要是寻找合作伙伴。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 Bensching**  
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



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

“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，在这里寻找对我们有用的产品。”  
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%	非导体金属化 Metalizing Nonconductor



## 参观主要目的 Main Purpose of Visit

\* 可选项  
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



600

## 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



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		越南 Vietnam		5	
澳大利亚 Australia	7	欧洲 EUROPE			
中国国内 Domestic China	1,156	白俄罗斯 Belarus		2	
中国香港特别行政区 Hong Kong SAR, China	21	捷克共和国 Czech Republic		2	
台湾地区 Taiwan Region	5	德国 Germany		3	
印度 India	38	意大利 Italy		3	
印度尼西亚 Indonesia	7	俄罗斯 Russia		9	
伊朗 Iran	5	西班牙 Spain		2	
日本 Japan	7	土耳其 Turkey		2	
马来西亚 Malaysia	5	美洲 AMERICA			
巴基斯坦 Pakistan	9	阿根廷 Argentina		3	
菲律宾 The Philippines	3	巴西 Brazil		3	
新加坡 Singapore	9	加拿大 Canada		2	
斯里兰卡 Sri Lanka	2	哥伦比亚 Colombia		2	
泰国 Thailand	3				



# SF CHINA®

中国国际表面处理展

15-17.11.2023 • 上海 Shanghai



# 参展复常，重拾增长！ Exhibit with Us and Return to Normal !

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(清远)化工有限公司

吉和昌  
JADECHEM

ZONE 1区

EVERFA

ATOTECH



SNIEC  
上海新国际博览中心

上海新国际博览中心  
Shanghai New International Expo Centre (SNIEC)

3 大展区  
Exhibit Zones

- ▶ 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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