

● 22-24.2.2023 ● 广州 Guangzhou

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

www.sfchinaonline.net



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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



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?

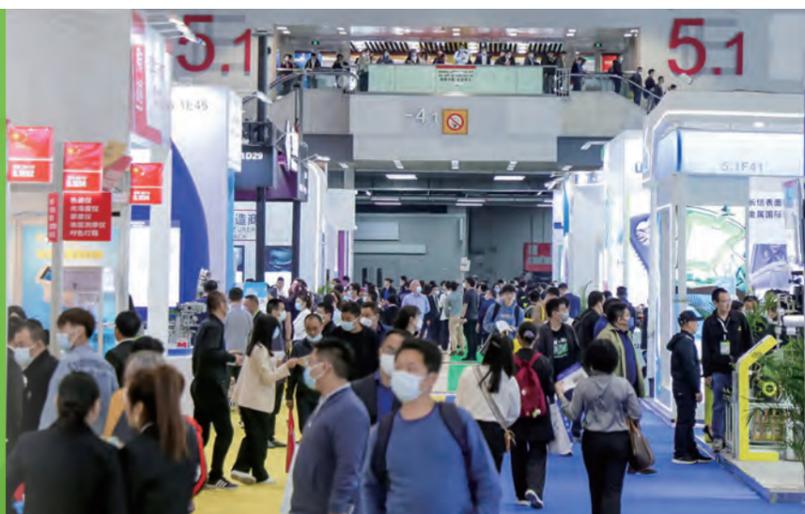


中国境内 Domestic China
9,299

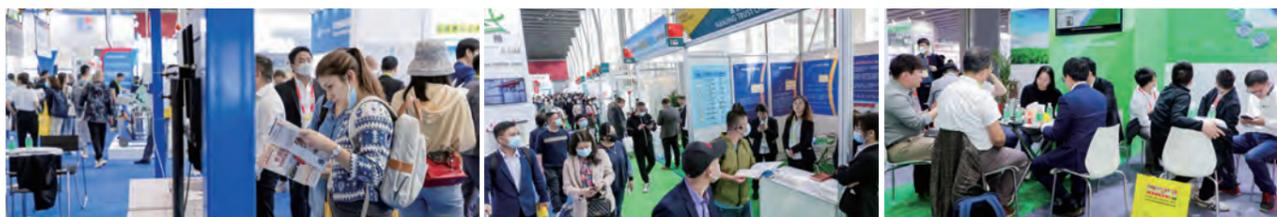
海外 Overseas
31

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及出席。
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		新加坡 Singapore		1
中国国内 Domestic China	9,299	阿联酋 UAE		1
中国香港特别行政区 Hong Kong SAR, China	11	欧洲 EUROPE		
中国台湾地区 Taiwan Region, China	8	俄罗斯 Russia		1
日本 Japan	2	美洲 AMERICA		
韩国 Korea	1	加拿大 Canada		1
阿曼 Oman	1	美国 USA		1
菲律宾 The Philippines	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.

常潮全 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

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



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

国家 / 地区	人数
越南 Vietnam	5
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
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

SF CHINA®

中国国际表面处理展

15-17.11.2023 • 上海 Shanghai

SF

电子版 Digital

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
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上海新国际博览中心



马上报名参展

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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

同期举行
Co-located Exhibition

CHINACOAT
中国国际涂料展

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NEW EXPOSTAR (SZ) CO., LTD.

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SINOSTAR-ITE INT'L LTD.
中展星-艾特特国际有限公司

香港 HONG KONG | (852) 2865 0062
上海 SHANGHAI | (86 21) 5877 7680

深圳 SHENZHEN | (86 755) 6138 8100
info@sinostar-intl.com.hk

f SFChinaShow

t SFChinaShow

in Sinostar-ITE

SFChina

