

疫后首个行业展览会，观众/参展商踊跃出席！

ATTENDANCE FIGURES EXCEEDED EXPECTATION !

观众 / 参展商数据及分析

VISITORS/EXHIBITORS STATISTICS & ANALYSIS

A 登记席人员总数：观众及参展商代表

Total Number of Attendance: Registered Visitors & Exhibitor Representatives

	中国境内观众 Domestic China Visitors	海外观众 Overseas Visitors	观众总计 Total Number of Visitors	参展商代表总计 Exhibitor Representatives
现场观众 PHYSICAL SHOW VISITORS	9,299 3,986 (2020) 10,370 (2019)	31 25 (2020) 1,158 (2019)	9,330 4,011 (2020) 11,528 (2019)	—
参展商代表 EXHIBITOR REPRESENTATIVES	—	—	—	605 1,375 (2020) 3,225 (2019)

备注 - 本届展览会吸引逾 9,300 名观众登记及出席，数据令人振奋！
NOTE - 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。
 - Over 9,300 visitors registered and attended the physical exhibition, the numbers exceeded our expectation!
 - 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.

B 参观人数及总人次

Total Number of Registered Visitors & Visiting Man Trips

	22.2.2023 展期第一天 DAY 1	23.2.2023 展期第二天 DAY 2	24.2.2023 展期第三天 DAY 3	总计 TOTAL
首次入场观众人数 ★ No. of Debuting Visitors	4,337 2,285 (2020) 6,803 (2019)	4,023 1,525 (2020) 4,221 (2019)	970 201 (2020) 504 (2019)	9,330 4,011 (2020) 11,528 (2019)
再入场观众人数 ★ No. of Returning Visitors	—	493 258 (2020) 1,213 (2019)	166 54 (2020) 209 (2019)	—
当天参观总人次 Total Man-Trips on That Day	4,801	4,972	1,844	11,617

★ 首次入场观众：当天首次出席观众。
 ★ 再入场观众：展期第一天或 / 及第二天曾进场参观、而第二天、第三天再次入场参观观众。
 ★ Debuting Visitors: Total Number of Visitors Attending the Exhibition for the First Trip.
 ★ Returning Visitors: Visitors Re-Visiting the Exhibition after the First Trip.

备注 - 超过 659 名观众 (493 + 166) 参观两天或以上。
NOTE - Over 659 visitors (493 + 166) spent more than one day to visit the Exhibition.

线上展览会数据

ONLINE SHOW STATISTICS

线上展开通日期: 2023 年 2 月 6 日 — 3 月 6 日

Online Show was launched from February 6-March 6, 2023

参展商数据 Exhibitor Data	总计 Total Number	观众数据 Visitor Data	总计 Total Number
线上展参展商 (包括所有实体展参展商) Online Exhibitors (Including All Physical Exhibitors)	98	登入人数 Visitors Log-In	1,315
来自国家 / 地区 Countries / Regions Origin	12	来自国家 / 地区 Countries / Regions Origin	26

「线上展」页面浏览人次 Pageviews on www.sfchinaonline.net	总计 Total Number
所有页面总浏览人次 Total Pageviews	9,238
技术短片分享页面 Tech-Talk Videos	528

* 数据截至 2023 年 3 月 1 日

Statistics updated as of March 1, 2023



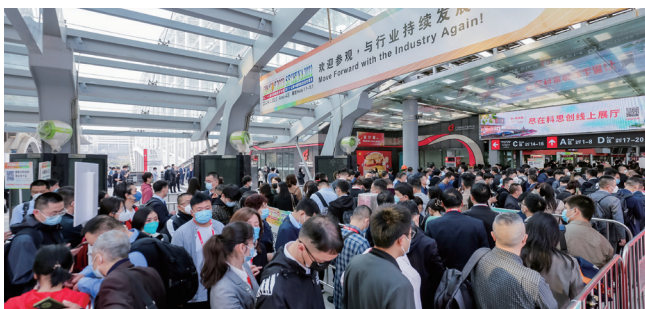


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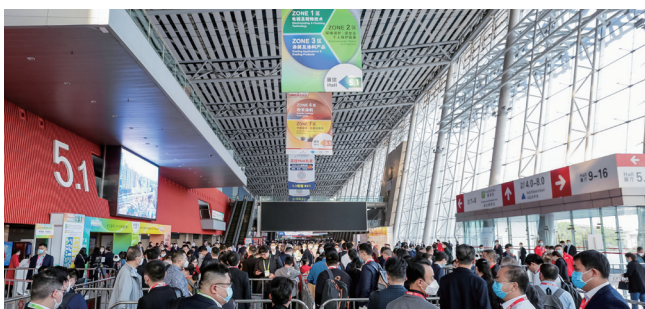
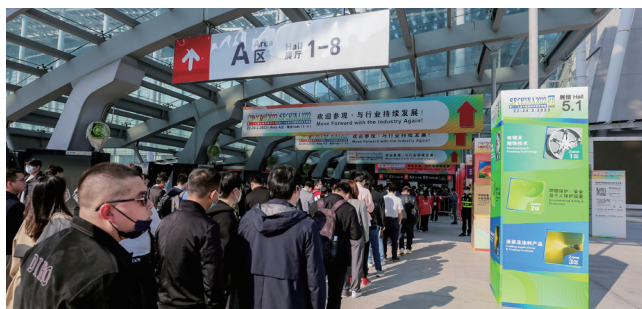
详细展览会报告将于 2023 年 3 月下旬至 4 月上旬发布。
 Full Post-Exhibition Report will be published at the end of March to early of April, 2023.

广州展览会现场回顾

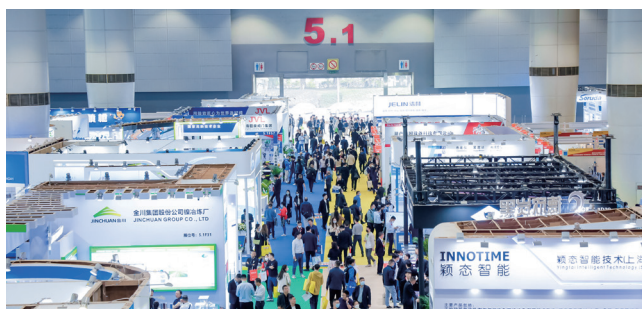
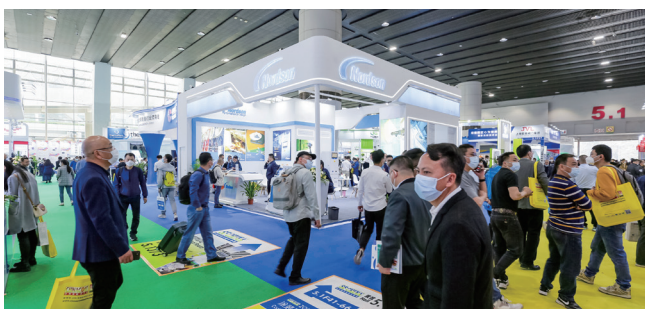
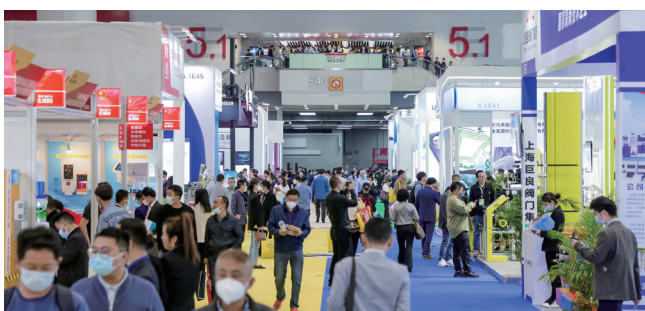
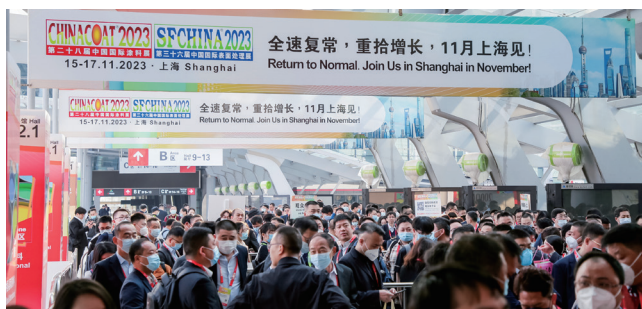
SNAPSHOTS FROM SFCHINA2022 GUANGZHOU



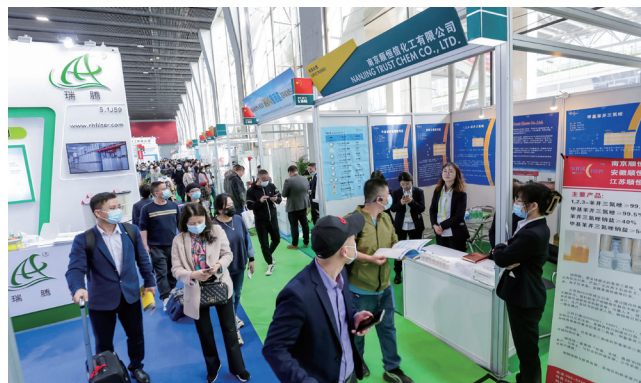
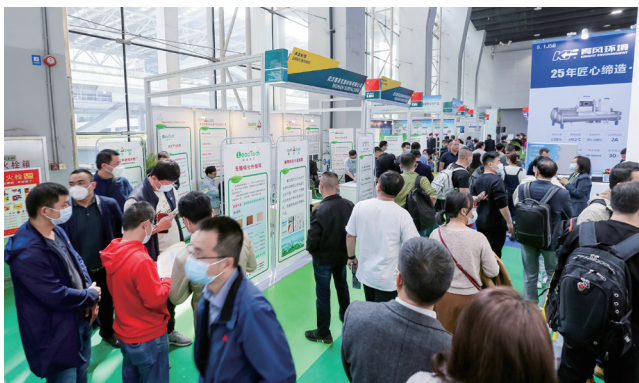
观众在 2 月 22 日展览会第一天早上有序排队进场。
Visitors queued up to enter the venue on February 22 morning, Day 1 of the Exhibition.



三天展期共吸引 9,330 观众。
A total of 9,330 visitors attended SFCHINA2022 Guangzhou within 3 days of the Exhibition.

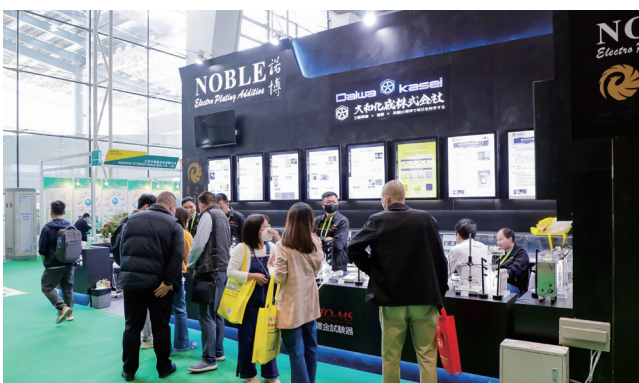


展览会划分为三个展区：「电镀及精饰技术」、「涂装及涂料产品」和「环境保护、安全及个人保护设备」。
There were 3 Exhibit Zones: "Electroplating & Finishing Technology", "Coating Applications & Coating Products", and "Environmental, Safety & Protection".



主办单位为中小型参展商设立标准展台。

Standard shell-scheme exhibit spaces were set up to cater for small and medium sized exhibitors.



观众与参展商在展览会现场互动频繁，为业务带来商机。

Visitors enjoyed networking opportunities with exhibitors on the exhibition floor.



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 a 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.



线上展全新活动——「技术短片分享」以多角度向全球观众分享行业热门话题及最新技术信息。行业人士可线上观看技术短片至 3 月 6 日。

"Tech Talk Videos" is a new event this year where speakers shared their ideas, research results, developments and applications while presenting their talks via videos. Viewers can watch playback until March 6, 2023.



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