



NEWS

August 31, 2023

For Immediate Press Release

The Finishing Industry Will Re-Connect in Shanghai!

Reconnect with Industry Players Face-To-Face

SFCHINA2023 will open its gates on November 15 - 17 at Halls E1 and E2 of the Shanghai New International Expo Centre (SNIEC), P.R. China, with a total gross exhibition area of more than 17,000 square meters. After 4 years of absence at Shanghai, 227 exhibitors from 16 countries / regions (as of August 31, 2023) are going to display a wide spectrum of processes, materials, equipment and solutions in 2 exhibit zones, namely 'Electroplating & Finishing Technology' and 'Coating Applications & Coating Products'. Besides, SFCHINA2023 Online Show will be held from November 1 to December 31, allowing visitors from anywhere to participate digitally.

Join Concurrent Technical Programmes, Stay Close to Market Trends

A series of concurrent Technical Programmes will be organized alongside the exhibition. Industry experts and renowned manufacturers are going to present cutting-edge technologies, products and applications, offering opportunities for face-to-face learning, networking and business cooperation. Technical Programmes include:

- *Technical Forum*
Experts from the automobile market are going to share and exchange ideas on how to enhance the recycling and reuse of New Energy Vehicles (NEVs), in order to create a green environment, and most importantly, to protect and regenerate the ecosystem.
- *Technical Seminars and Webinars*
Exhibitors or their invited speakers are going to address issues of industry concerns, share information on technology applications, market dynamics and industrial policies, so as to keep visitors abreast of new trends and developments.

Highlights of 2023 Online Show

Online Show (www.sfchinaonline.net) continues to provide one-stop hybrid visiting experience through a variety of multi-media digital contents, including Exhibitor and Visitor Onsite Interviews conducted by the industry media service platform, 'PCI&KM', together with several interactive functions such as Chat, Company / Product Search and Business Matching.

Capitalize on Development Opportunities in the Yangtze River Delta (YRD) City Cluster

The YRD City Cluster is one of the nation's most vibrant regions, with a dynamic economy and strong innovation capabilities. The cluster consists of 26 cities from Shanghai municipality and Jiangsu, Zhejiang and Anhui provinces, covering merely 2.2% of the nation's land area but contributing to 24% of the nation's GDP in 2022. Some of its industrial clusters such as electronic information, high-end equipment, automobiles and household appliances are in leading positions. SFCHINA2023 will take place in Shanghai, where it serves as a strategic location to host such leading event that cannot be missed by any players in our industry. Register to visit now!

Visitor Registration Is Now Open

Visitors can now register on SFCHINA's official websites www.sfchina.net to visit the Physical Exhibition and on 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 CHINACOAT on Facebook, X (Twitter), LinkedIn and YouTube to receive future updates.

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Visitor & Media Enquiry: Ms. Florence Ng

Exhibiting Enquiry: Ms. Laurie Yeung

Sinostar-ITE International Limited / SFCHINA Exhibition Limited

Address: 2101-2, 21/F., Jubilee Centre, 42-46 Gloucester Road, Wan Chai, Hong Kong

Tel: (852) 2865 0062

Email: info@sinostar-intl.com.hk

Website: www.sfchina.net / www.sfchinaonline.net

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 and English) trade magazines, and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Surface Finishing" and "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.