



NEWS

December 1, 2023

For Immediate Press Release

Satisfying Visiting Data Confirms Recovery of The Surface Finishing Industry!

The Surface Finishing Industry Re-Connected in Shanghai!

The three-day SFCHINA2023 exhibition concluded successfully on November 17 at the Shanghai New International Expo Centre (SNIEC). Its gross exhibition area exceeded 16,100 square meters, increasing by over 207% compared with 2022 Guangzhou Show. After 4 years of absence in Shanghai, SFCHINA2023 brought 8,673 visitors back together again and supercharged business opportunities for 260 exhibitors. The following are some preliminary figures of the exhibition:

- **No. of Registered Visitors Turned Up:** 8,673, including 8,371 Domestic China and 302 overseas visitors;
- **No. of Exhibitors:** 260 from 16 countries/regions, 86 (33.1%) of which were new exhibitors;
- **No. of Exhibitor Representatives:** 2,122;
- **No. of Attendees Participating in Onsite Technical Programmes:** 900, participating in 5 Sessions of Technical Forum and 5 Sessions of Electroplating Forum.

Visitors Felt the Industry Regained Vitality

The number of visitors climbed back to 75% of pre-pandemic level while the number of overseas visitors was more than 9 times of 2022 Guangzhou edition. Such encouraging data confirmed the appetite for in-person events has returned. According to findings from our onsite visitor surveys, majority of visitors gave positive comments:

- 97.4% had good impression of the exhibition;
- 96.6% found the products and technologies on display attractive;
- 96.6% affirmed the exhibitor mix was comprehensive;
- 96.1% opined SFCHINA was successfully staged;
- 95.2% expressed the technical level of concurrent Technical Programmes was high.

Exhibitors Praised the Quality of Visitors

SFCHINA2023 has earned significant support from the finishing industry, with the number of exhibitors increasing by 165% compared with 2022 Guangzhou edition. The figure reflects the gradual recovery of the industry and the strong demand from exhibitors to take part in physical business events. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 100% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 100% endorsed the exhibition could strengthen brand or corporate image;
- 98.8% expressed the exhibition could help consolidate existing sales channels;
- 98.7% opined the exhibition was an effective platform for promoting new products or services;
- 93.9% agreed the exhibition could serve to develop new markets, find new customers, and build relationships with prospects.

Online Show Is Live Until December 31

SFCHINA2023 Physical Show has ended, but the Online Show www.sfchinaonline.net is still in progress. Our Online Show continues to showcase over 550 products from exhibitors. In addition, "Exhibitor Onsite Interviews" playbacks are available now for free until December 31. Visitors can also utilize interactive functions such as Chat, Company/Product Search and Business Matching to stay connected with the industry online.

2024 Guangzhou Show - A Strategic Platform to Achieve Growth!

SFCHINA2024 is going to be held in Guangzhou, P.R. China on December 3-5, 2024 at Area A of the China Import and Export Fair Complex. More information is available at www.sfchina.net now. Follow us on Facebook, X, LinkedIn and YouTube, and visit our official website to receive future updates. Scan the QR Code below to view more photos of the exhibition.



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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.