



参观数据令人鼓舞，反映行业逐步复苏

SATISFYING VISITING DATA CONFIRMS RECOVERY OF THE INDUSTRY

观众 / 参展商数据及分析 VISITORS/EXHIBITORS STATISTICS & ANALYSIS

登记出席总人数：观众及参展商代表

Total Number of Attendance: 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	8,371 <small>10,370 (2019)</small>	302 <small>1,158 (2019)</small>	8,673 <small>11,528 (2019)</small>	—
参展商代表 EXHIBITOR REPRESENTATIVES	—	—	—	2,122 <small>3,225 (2019)</small>

备注 REMARKS

- 本届展览会吸引 8,673 名观众登记及出席！
- 首 10 个最多境外观众来自的国家 / 地区：中国台湾地区、泰国、印尼、中国香港特区、印度、韩国、马来西亚、日本、越南、新加坡。
- 8,673 visitors registered and attended the physical exhibition.
- Top 10 countries/regions overseas visitors come from: Taiwan Region, Thailand, Indonesia, Hong Kong SAR, India, South Korea, Malaysia, Japan, Vietnam and Singapore

参观人数及总人次

Total Number of Visitors & Visiting Man Trips

	15.11.2023 展期第一天 DAY 1	16.11.2023 展期第二天 DAY 2	17.11.2023 展期第三天 DAY 3	总计 TOTAL
首次进场观众人数 * No. of Debuting Visitors	5,312 <small>6,803 (2019)</small>	3,045 <small>4,221 (2019)</small>	316 <small>504 (2019)</small>	8,673 <small>11,528 (2019)</small>
再进场观众人数 * No. of Returning Visitors	—	1,393 <small>1,213 (2019)</small>	240 <small>209 (2019)</small>	—
当天参观总人次 Total Man-Trips on That Day	5,710	4,909	570	11,189

- ★ 首次进场观众：当天首次出席观众。
- ★ 再进场观众：展期第一及 / 或二天曾进场参观、而第二、三天再次进场参观观众。
- ★ Debuting Visitors: Total Number of Visitors Attending the Exhibition for the First Trip.
- ★ Returning Visitors: Visitors Re-Visiting the Exhibition after their First Trip.

备注 REMARKS

- 超过 1,633 名观众 (1,393 + 240) 参观两天或以上。
- Over 1,633 visitors (1,393 + 240) spent more than one day to visit the Exhibition.

- 表内小字为「2019 中国国际表面处理展」(上海) 数据。
- 由于「2021 中国国际表面处理展」(上海) 没如期举行，本报告列出 2019 年上海展数据作同地举行时的比较。
- Corresponding figures of SFCHINA2019 (Shanghai) are shown above in smaller font.
- SFCHINA2021 (Shanghai) was cancelled, thus this report uses 2019's Shanghai exhibition data for comparison purpose when staged at same city.

参展商数据及分析

EXHIBITOR STATISTICS & ANALYSIS

参展商数据 Exhibitor Data

	海外及香港特区 / 台湾地区 Overseas, Hong Kong SAR & Taiwan Region		中国境内 Domestic China		总计 TOTAL
	43	17	148	52	
代表公司 No. of Exhibiting Companies	60		200		260 340 (2019)
首次参展公司 No. of First-Time Exhibitors	14		72		86 77 (2019)
参展商代表国家 / 地区 Countries / Regions Represented	—		—		16 22 (2019)

备注 REMARKS

- 本届展览会有 86 家公司首次参展，占整体参展商 33.1%，为观众带来更多新面孔。
- 海外及香港特区 / 台湾地区参展公司占 23.1%，主要来自德国、日本、美国、韩国、台湾地区、香港特区、法国、印度、瑞士、土耳其等。
- 86 exhibitors participated first time in SFCHINA2023, accounting for 33.1% of total no. of exhibitors. They provided visitors with more new faces.
- Exhibiting companies came from overseas, Hong Kong SAR and Taiwan Region accounted for 23.1%, they are mainly from Germany, Japan, the United States, South Korea, Taiwan Region, Hong Kong SAR, France, India, Switzerland, Turkey, etc.

同期举行技术交流活动数据及分析

CONCURRENT TECHNICAL PROGRAMMES: STATISTICS & ANALYSIS

技术论坛：「新能源汽车 —— 聚焦绿色能源与可持续发展」

Technical Forum: "New Energy Vehicles - Green Energy and Sustainability"

总场数 Total No. of Sessions	5	出席人数 (约) No. of Attendees (Approximately)	550
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电镀及精饰未来工艺论坛 The Electroplating Forum - Future Technology

总场数 Total No. of Sessions	5
出席人数 (约) No. of Attendees (Approximately)	350
总出席人数 (约) Total No. of Attendees (Approximately)	900



备注 REMARKS

- 5 位汽车产业市场专家与行业人士交流如何增强新能源汽车的循环、再利用从而制造绿色环境、保护再生系统。
- 10 场论坛为观众介绍从新能源汽车以至电镀及精饰各种技术和趋势。
- 5 automobile market experts shared and exchanged ideas with industry players on how to enhance recycling and reuse of NEVs, in order to create a green environment, and most importantly, to protect and regenerate the ecosystem.
- A total of 10 sessions of Technical Forum introduced various technologies and trends from new energy vehicles to electroplating and finishing.

- 表内小字为「2019 中国国际表面处理展」(上海) 数据。
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线上展览会初步数据

ONLINE SHOW PRELIMINARY STATISTICS

线上展开通日期: 2023 年 11 月 1 日 — 12 月 31 日
 Online Show is live from November 1 - December 31, 2023

参展商数据 Exhibitors 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)	260
来自国家 / 地区 Countries / Regions Origin	16
上传产品介绍总数 Total Product Introduction Uploaded	553

「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	8,842

观众数据 Visitors Data	总计 Total Number
登入人数 Visitors Log-In	1,654
来自国家 / 地区 Countries / Regions Origin	69



* 数据截至 2023 年 11 月 20 日 Statistics updated as of November 20, 2023

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详细展览会报告将于 2023 年 12 月下旬发布。
 Full Post Exhibition Report will be published at the end of December, 2023.



上海展览会现场回顾

SNAPSHOTS FROM SFCHINA2023 SHANGHAI



展览会自 2019 年后重临上海，阔别上海 4 年，行业同仁在 11 月 15 日展览会第一天早上踊跃而有序地排队进场。
SFCHINA returned to Shanghai 4 years after last staged there in 2019. Industry players queued up to enter the venue on November 15 morning, Day 1 of the Exhibition.



三天展期共吸引 8,673 名观众进场参观。
A total of 8,673 visitors showed up to SFCHINA2023 Shanghai within 3 days of the Exhibition.



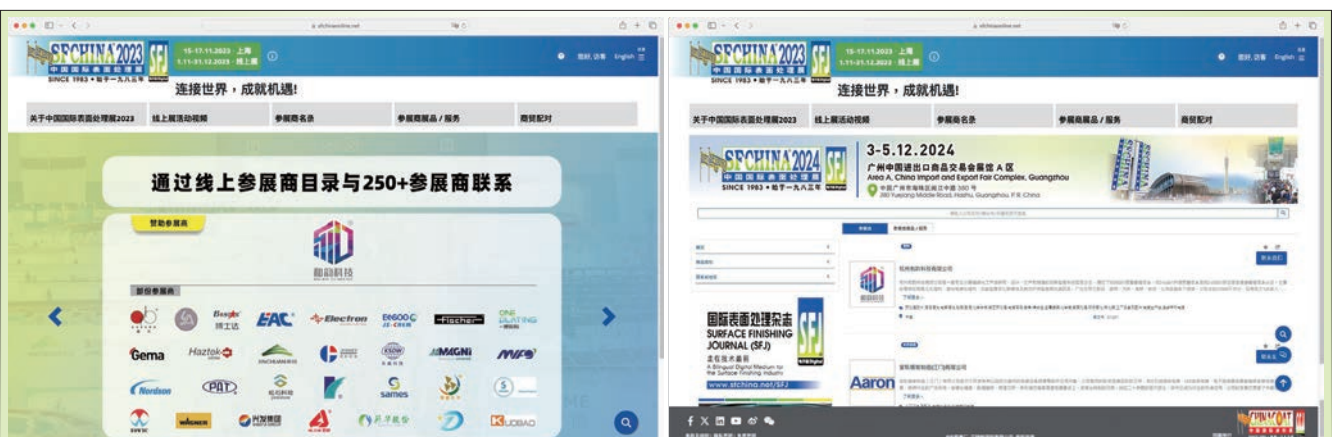
展览会划分为两大展区，来自 16 国家 / 地区共 260 家行业供应商参展。
SFCHINA2023 comprised 2 exhibit zones, bringing together 260 Exhibitors from 16 countries/regions.



今年国外观众数字见增长，不少观众来自中东、东盟等新兴市场。
 Number of overseas visitors increased this year, many came from emerging markets such as the Middle East and ASEAN.



10 场技术论坛为观众介绍从新能源汽车以至电镀及精饰各种技术和趋势。
 A total of 10 sessions of Technical Forum introduced various technologies and trends from new energy vehicles to electroplating and finishing.



线上展 (www.sfchinaonline.net) 由 2023 年 11 月 1 日至 12 月 31 日开通。观众可线上浏览参展商基本资料及上传的产品资讯、收看参展商现场采访视频。
 Online Show (www.sfchinaonline.net) is live from November 1 - December 31, 2023. Visitors can browse exhibitors' introduction and their product information they uploaded, and watch exhibitors' onsite interviews.