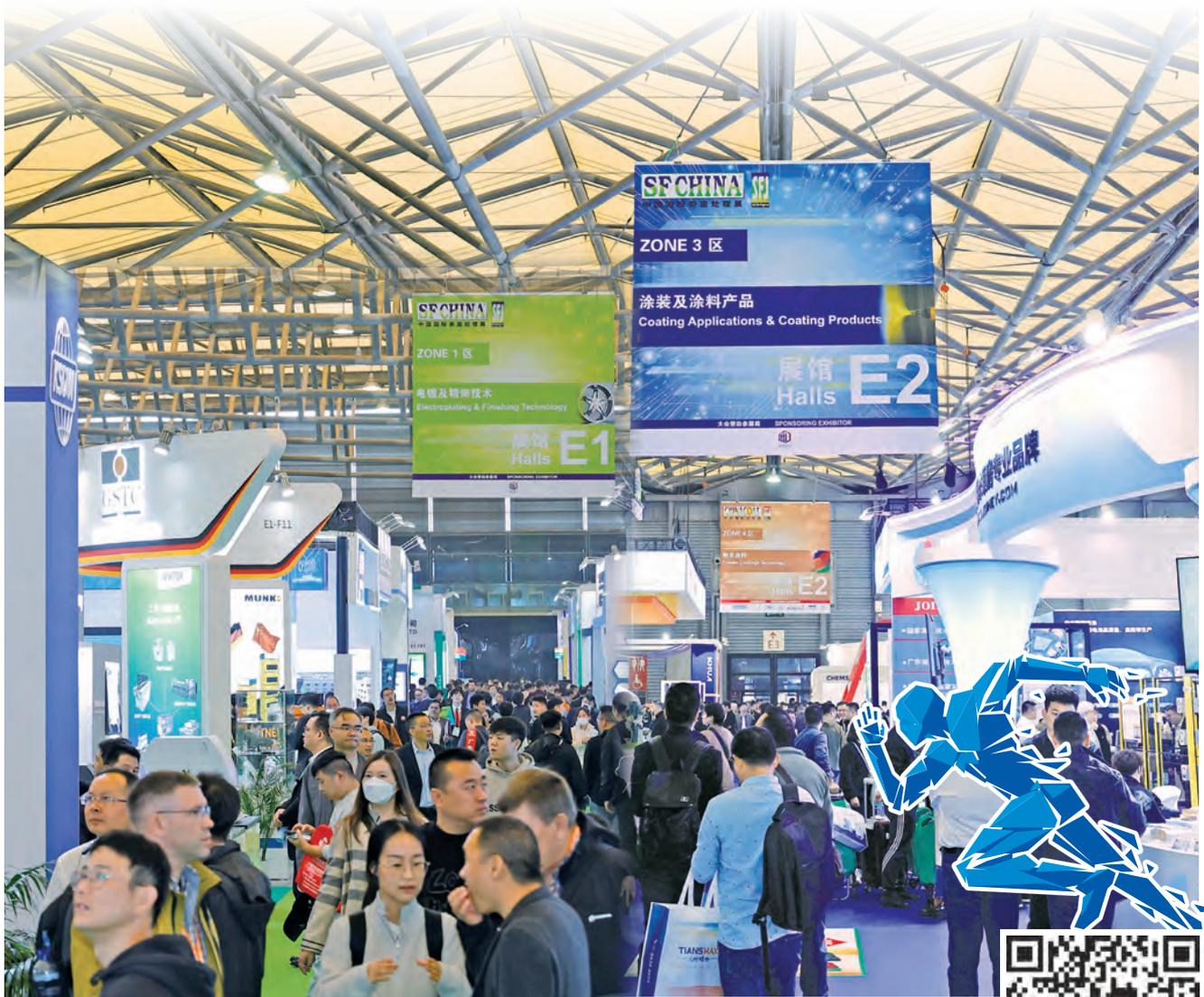


# 参观数据令人鼓舞， 反映行业逐步复苏！

## Satisfying Visiting Data Confirms Recovery of the Industry



[www.sfchina.net](http://www.sfchina.net)

[www.sfchinaonline.net](http://www.sfchinaonline.net)

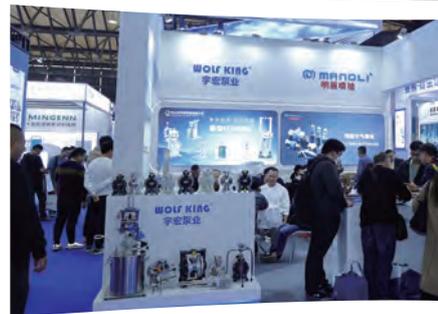
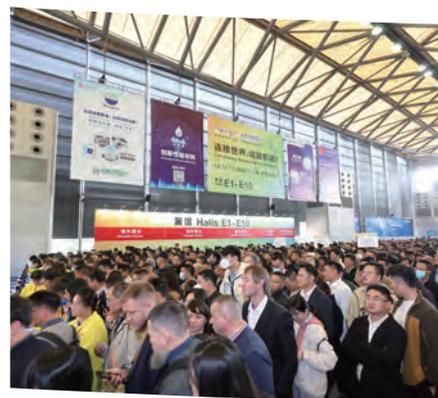




## 参展商数目 No. of Exhibitors

# 260

340 (2019)



## 参展商代表 Exhibitor Representatives

# 2,122

3,225 (2019)



表内小字为「2019 中国国际表面处理展」(上海) 数据。

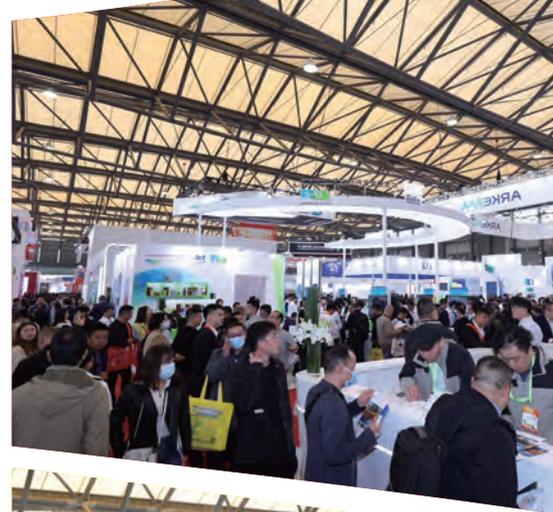
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SFCHINA2021 (Shanghai) was cancelled, thus this report uses 2019's Shanghai exhibition data for comparison purpose when staged at same city.



特别鸣谢 2023 赞助参展商  
Special Thanks to 2023 Sponsor



首次参展公司  
No. of New Exhibitors

86 77 (2019)

各展区参展商数目  
No. of Exhibitors in Each Exhibit Zone

191 电镀及精饰技术  
Electroplating & Finishing  
Technology

69 涂装及涂料产品  
Coating Applications &  
Coating Products

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View SFCHINA2023 Videos



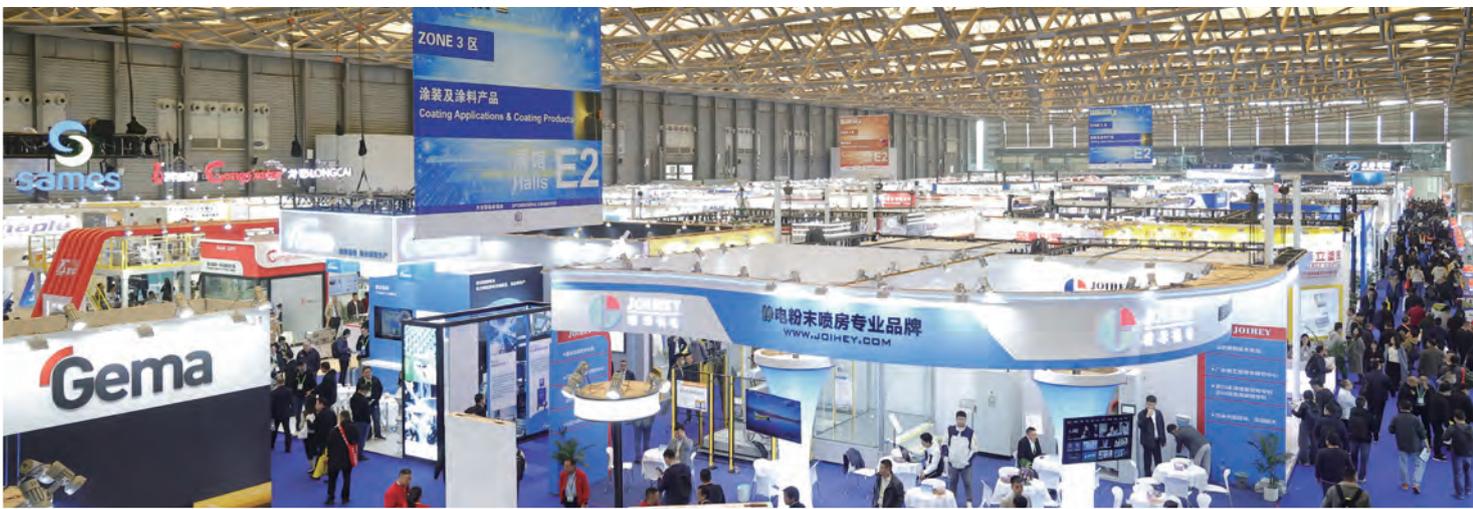
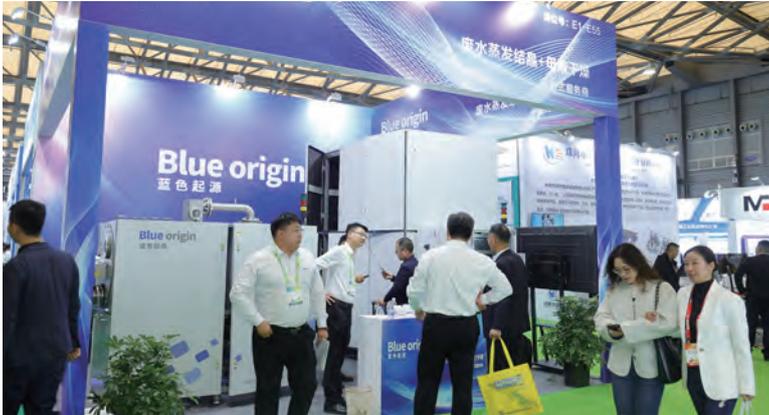
YouTube



优酷 Youku

浏览更多展览会图片  
View More SFCHINA2023 Photos



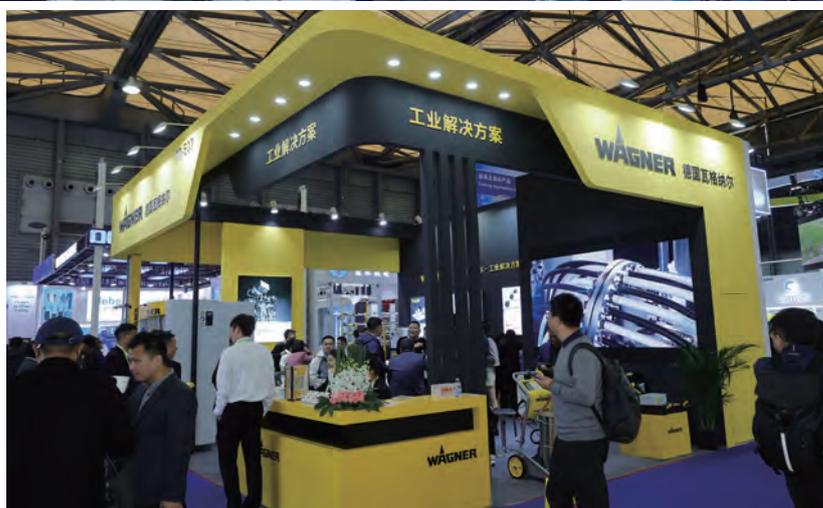
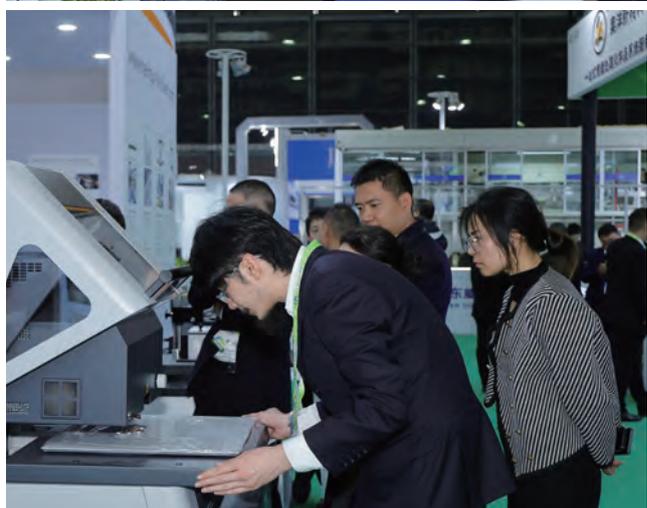


## 参展目的 Exhibiting Objective(s)\*

\* 可选多项  
Multiple Answers Possible



- 100.00%** 强化品牌或企业形象  
Improved Brand or Corporate Image
- 100.00%** 收集市场信息、了解当地市场、开发新产品  
Collected Market Information, Understood Local Markets, Surveyed New Product Ideas
- 98.78%** 巩固现有销售渠道和客户关系  
Consolidated Existing Sales Channels and Customer Relationships
- 98.78%** 推广新产品或服务  
Promoted New Products or Services
- 98.78%** 研究竞争对手产品和信息  
Researched for Competitors' Products and Profiles
- 95.12%** 物色代理商、分销商或合作伙伴  
Looked for Agents, Distributors or Partners
- 93.90%** 开发新市场、寻找新客户、与潜在客户建立关系  
Developed New Markets, Found New Customers and Built Relationships with Prospects



参展国家及地区  
Exhibitors' Origin

16

22 (2019)

亚太区 Asia Pacific

中国、中国香港特区、中国台湾地区、印度、日本、韩国、新加坡  
China, Hong Kong SAR, Taiwan Region, India, Japan, Korea, Singapore

欧洲 Europe

比利时、法国、德国、希腊、俄罗斯、瑞士、土耳其、英国  
Belgium, France, Germany, Greece, Russia, Switzerland, Turkey, United Kingdom

美洲 America

美国 U.S.A.

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

**8,371**

10,370 (2019)

## 海外 Overseas

**302**

1,158 (2019)

## 观众总人数 Total No. of Visitors

**8,673**

11,528 (2019)

## 来自国家及地区 Visitors' Origins

**38**

45 (2019)



- 

本届展览会吸引 8,673 名观众登记及出席！  
8,673 visitors registered and attended the physical exhibition.
- 

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。  
Top 10 countries/regions overseas visitors came from: Taiwan Region, Thailand, Indonesia, Hong Kong SAR, India, South Korea, Malaysia, Japan, Vietnam and Singapore.
- 

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.

## 观众感兴趣的展品 Product Groups Visitors Were Interested In

- 20.00% 油漆涂装 Painting Application
- 19.57% 电镀原材料 Electroplating Raw Materials
- 17.39% 电镀设备 Electroplating Equipment
- 16.96% 水性涂料 Waterborne Coatings
- 10.87% 粉末涂装 Powder Coating Application
- 10.43% 粉末涂料 Powder Coatings
- 10.43% 研磨 / 抛光 / 上蜡 Abrasion/Buffering/Polishing
- 9.13% 预处理 Pre-Treatment
- 9.13% 辐射固化涂料 UV Coatings
- 8.26% 电泳涂装 Electrophoretic Coatings
- 7.83% 汽车涂装线 Automotive Painting Lines
- 7.83% 喷砂 / 清洗 Blasting/Washing
- 6.96% 阳极氧化 Anodizing
- 6.96% 喷枪 Spray Guns
- 6.52% 真空电镀 Vacuum Electroplating
- 5.65% 铝型材处理 Aluminum Treatment
- 4.78% 不粘涂料 Non-Stick Coatings
- 4.35% 去除烟尘 / 环保技术 Dust & Fume Extraction, Environmental Technology
- 3.48% 非导体金属化 Metalizing Nonconductors

## 参观主要目的 Main Purposes of Visit

- 寻找新供应商 / 新产品 Sourced New Suppliers/Products **36.96%**
- 寻找新材料 Sourced New Materials **36.09%**
- 约见客户 / 合作伙伴 Met with Clients/Partners **27.83%**
- 收集信息做采购决定  
Collected Information for Making Purchasing Decisions **20.00%**
- 寻找新合作伙伴 / 代理 Sought New Partners/Sales Agents **19.13%**
- 收集最新技术和市场信息 / 评估市场发展趋势  
Collected Updated Market and Technology Information/Evaluated Market Trends **15.22%**

## 观众评价 Visitors' Comments

**96.52%**

同意参展商组合全面和优秀  
Affirmed Exhibitor Mix  
was Comprehensive

**96.52%**

认为展示的产品及技术具吸引力  
Found Products  
and Technologies on  
Display Attractive

**96.09%**

认为展览会举办成功  
Agreed SFCHINA2022  
was Successfully Staged

**95.22%**

认为展览会组织良好  
Agreed SFCHINA2023  
Was Well Organized

**95.22%**

认为同期技术交流活动质量高  
Concluded Concurrent  
Technical Programmes  
were of High Quality



## 观众来自国家 / 地区

### Visitors by Countries/Regions

#### 亚太区 ASIA PACIFIC

阿富汗 Afghanistan	1
澳大利亚 Australia	1
巴林 Bahrain	1
中国 China	8,371
中国香港特区 Hong Kong SAR, China	19
中国台湾地区 Taiwan Region, China	56
印度 India	19
印尼 Indonesia	24
伊朗 Iran	1
日本 Japan	14
哈萨克斯坦 Kazakhstan	1
马来西亚 Malaysia	16
新西兰 New Zealand	2
巴基斯坦 Pakistan	3
菲律宾 The Philippines	2
沙特阿拉伯 Saudi Arabia	5
新加坡 Singapore	11
南韩 South Korea	18
泰国 Thailand	47
土耳其 Turkey	3
阿联酋 U.A.E.	1
越南 Vietnam	13

#### 欧洲 EUROPE

阿尔巴尼亚 Albania	1
奥地利 Austria	1
白俄罗斯 Belarus	2
德国 Germany	3
葡萄牙 Portugal	2
俄罗斯 Russia	10
西班牙 Spain	1
瑞士 Switzerland	2
英国 United Kingdom	1

#### 美洲 AMERICA

阿根廷 Argentina	5
巴西 Brazil	2
秘鲁 Peru	1
美国 U.S.A	7

#### 非洲 AFRICA

埃及 Egypt	2
摩洛哥 Morocco	1
突尼斯 Tunisia	3



## 观众评价 Visitors' Comments



“「中国国际表面处理展」很棒，满足了我的期望，这里有很多供应商。我们正在寻找采购合作伙伴，交流技术。SFCHINA has been a great show with a lot of suppliers and it has met all my expectations. We are looking to source partners and exchange of technologies.”

**Dr. Gautam Shubu 博士**  
American Precoat, U.S.A. 美国



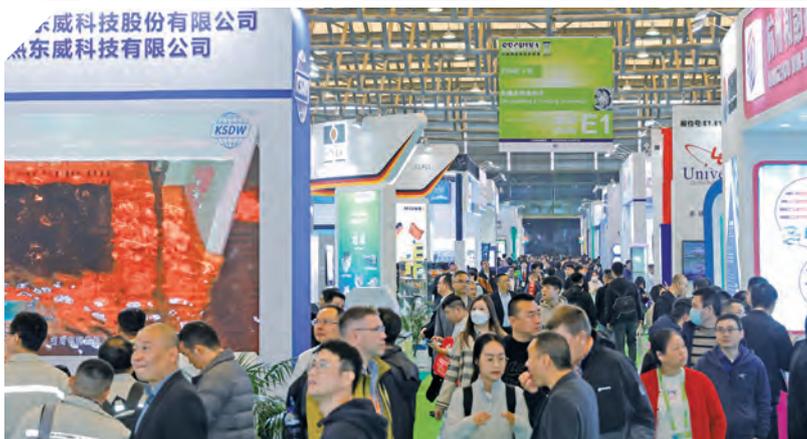
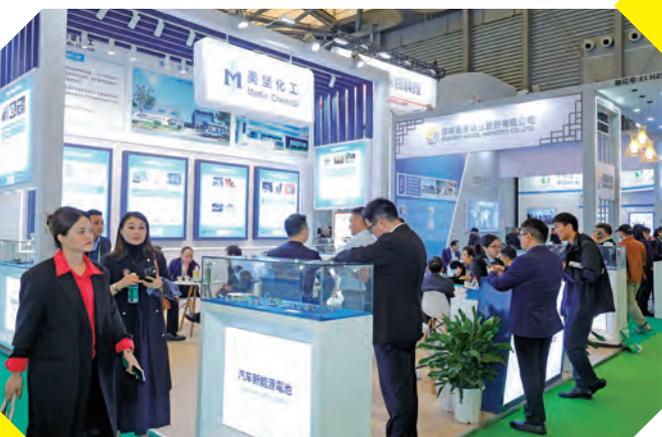
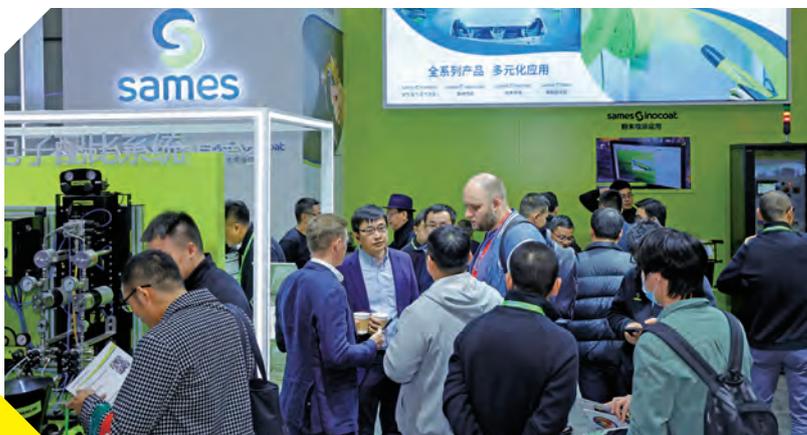
“我获参展商邀请来参观「2023 中国国际表面处理展」，此次参观主要想约见客户及合作伙伴。I received visiting invitation from an exhibitor. The main purpose of my visit is to meet with clients and working partners.”

**宋乐斌 Song Lebin**  
销售人员 Sales Representative  
济南乐斌化工有限公司，中国  
Jinan Lebin Chemical Co., Limited, P.R. China



“本届展览会汇聚了良好的参展商组合及表面处理业技术，我来寻找喷砂 / 清洗及预处理的新产品。We can see a comprehensive exhibitor mix as well as latest technology for the industry in SFCHINA2023. I am looking for new products in blasting/washing and pre-treatment process.”

**林意川 Lin Yichuan**  
设备维护专员 Equipment Maintenance Specialist  
天马，台湾地区  
TEAMA, Taiwan Region





## 观众参加同期举行技术交流活动 Visitors Joined our Concurrent Technical Programmes

### 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"

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，约 550 观众参加。  
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. The event attracted approximately 550 attendees.



### 电镀及精饰未来工艺论坛 The Electroplating Forum – Future Technology

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，吸引约 350 观众参加。  
A total of 10 sessions of Electroplating Forum introduced various technologies and trends from new energy vehicles to electroplating and finishing, attracting approximately 350 attendees.



### 参展商现场采访 Exhibitors' Onsite Interviews

主办单位编辑部现场采访一些参展商，从他们角度了解行业挑战、技术趋势及产品开发和市场应用等见解。  
The Organizer's Editorial Team interviewed some Exhibitors, they gave their views on industry challenges, technology trends as well as new products and applications.

受访者来自以下公司 Interviewees were from following companies



# 「线上展览会」助力行业观众继续与参展商交流 Online Show Helps Industry Players to Continue to Interact with Exhibitors

线上展 2023 年 11 月 1 日至 12 月 31 日开通，继续为观众带来一众参展商及其超过 550 个产品。此外，线上展还提供「参展商现场访问录播」予观众免费收看至 12 月 31 日。观众更可利用聊天室、公司或产品搜索、商务配对等互动功能与行业继续线上连接。

Online Show is live from November 1 - December 31, 2023, where it continues to showcase over 550 products from exhibitors. In addition, "Exhibitors' 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.

[www.sfchinaonline.net](http://www.sfchinaonline.net)

线上展所有页面总浏览人次  
Total Pageviews of Online Show **10,166**

## 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) **260**

来自国家 / 地区  
Countries / Regions Origin **16**

上传产品介绍总数  
Total Product Introduction Uploaded **553**

## 观众数据 VISITOR DATA

登入人数  
Visitors Log-In **1,694**

来自国家 / 地区  
Countries / Regions Origin **69**

线上展数据截至 2023 年 12 月 10 日  
Statistics of Online Show is updated as of Dec 10<sup>th</sup>, 2023



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- > 涂装及涂料产品 Coating Applications & Coating Products

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