



NEWS

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For Immediate Press Release

The Show Recorded Rising Attendance!

A Leading Platform for Future Tech

SFCHINA2025 successfully concluded on November 25 – 27, 2025 at the Shanghai New International Expo Centre (SNIEC), Shanghai, P.R. China. This year's visitor and exhibitor figures delivered notable results, underscoring the exhibition's position as a leading platform for cooperation, knowledge exchange and business opportunities. We hereby present the following figures for reference:

- **Exhibition Scale:** The exhibition covered **15,700 m²**.
- **Visitor Population:** A total of **8,510 from 40 countries / regions**, including 8,005 from Chinese Mainland and 505 from overseas, representing a 16.2% increase compared with 2024.
- **Exhibitor Figures:** **303 Exhibitors from 17 countries / regions** participated, an 8.6% increase compared with 2024, among which 79 were new exhibitors (26.1% of Total).
- **Onsite Technical Programmes:** **685 Attendees** took part in 2 Technical Seminars and 2 Technology Forums.

Visitors Impressed by Exhibitor Lineup and Product Mix

Compared with the 2024 Guangzhou edition, total number of visitors rose by **16.2%**, while overseas attendance surged by an impressive **61.3%**. In addition, the concurrent Technical Programmes offered attendees first-hand opportunities to explore industry trends and exchange knowledge. Findings from onsite visitor surveys further reinforced that the exhibition was highly acclaimed:

- **98.6%** reported a positive overall impression of the event;
- **98.1%** acknowledged the exhibition's significant scale;
- **96.6%** praised the high technical level of the concurrent Technical Programmes;
- **94.2%** found the products and technologies on display attractive;
- **92.3%** agreed the exhibitor mix was comprehensive and reputable.

Exhibitors Satisfied with Exhibition Outcomes and Visitor Feedback

SFCHINA2025 also received strong endorsements from exhibitors, who recognized it as an important business platform. The total number of exhibitors grew by **8.6%** year-on-year, reflecting the exhibition's expanding appeal. Some exhibitors highlighted that the exhibition enabled them to effectively introduce their products and technology innovations, while also facilitating peer networking. Survey findings further confirmed exhibitors' satisfaction with the event:

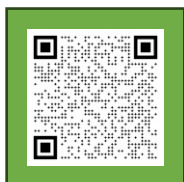
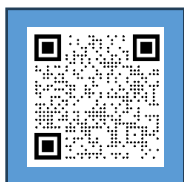
- **98.8%** affirmed the exhibition was one of their important marketing activities in China and Asia;
- **98.8%** endorsed its role in strengthening brand or corporate image;
- **97.6%** expressed it helped consolidate existing sales channels and customer relationships;
- **97.6%** agreed it served to develop new markets, find new customers and build relationships with prospects;
- **93.9%** opined it was an effective platform for promoting new products or services.

Technical Seminars and Technology Forums Received Positive Responses

This year, our concurrently held Technical Programme featured 2 Technical Seminars and 2 Technology Forums, both of which drew strong participation. The Technology Forums focused on *"Opportunities Brought by New Energy Vehicles to the Surface Finishing Industry"* and *"Advanced Manufacturing & Technological Innovation: Future-Oriented Electronic (Chip) Electroplating Processes."* Both sessions achieved solid attendance, highlighting the strong demand among enterprises to deepen their understanding of surface finishing applications in emerging downstream industries. Looking ahead, the SFCHINA series of exhibition will continue to bring similarly high-value activities to the surface finishing community.

A Leading Platform — Join SFCHINA2026 Guangzhou

The next SFCHINA exhibition is scheduled to take place from November 11 – 13, 2026 at Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China. Visit www.sfchina.net for more details, and follow us on Facebook, X, LinkedIn and YouTube to stay updated. Scan the QR Codes below to explore more live photos from SFCHINA2025 and to read our Preliminary Post-Exhibition Report.



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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 “Coatings” and “Surface Finishing” series of exhibition since 1983. From 1996 onwards, the exhibition was divided into SFCHINA and CHINACOAT. Now, the two exhibitions alternate annually between the venues in Shanghai and Guangzhou, 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.