



NEWS

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For Immediate Press Release

A Leading Platform to Exhibit

SFCHINA2026 will be held from November 11 to 13, 2026 at Area A of the China Import and Export Fair Complex in Guangzhou, P.R. China. Since its inception in 1983, SFCHINA has grown into a leading surface finishing platform for technology exchange and business development across Asia and beyond. To better reflect its expanding scope, this year's exhibition will introduce 2 redefined exhibit zones: "Electroplating & Finishing Technology" (Zone 1), and "Coating Equipment, Engineering & Services | Special Function Coating Products" (Zone 2), enabling exhibitors to present targeted solutions while helping visitors to navigate the exhibition more efficiently.

Exhibit to Capture Growth Momentum

The global surface finishing market was valued at US\$3.5 billion in 2025 and is projected to reach US\$5.1 billion by 2031, growing at a CAGR of about 7.5%. Asia Pacific currently accounts for 35 – 40% of global revenues, with China emerging as the fastest-growing market in the region. This growth is driven by increasing demand from key end-use sectors such as applications in automotive (particularly new energy vehicles), aerospace, electronics and sustainable construction. Exhibiting at SFCHINA places businesses at the centre of this strategic and rapidly expanding region.

Seize Opportunities in the Greater Bay Area (GBA)

Guangzhou sits at the heart of the Guangdong-Hong Kong-Macao Greater Bay Area, one of the world's most dynamic economic regions. In 2025, the GBA's GDP surpassed RMB¥15 trillion, which ranks it among the world's top 10 economies. Growth is expected to continue through 2026, driven primarily by advanced manufacturing, new energy vehicles, semiconductors, green building materials and smart infrastructure. SFCHINA offers exhibitors direct access to this thriving hub, enabling them to leverage cross-border trade opportunities and broaden their customer base.

Align with National Priorities

China's 15th Five-Year Plan, beginning in 2026, emphasizes sustainability, smart manufacturing and advanced materials as key drivers of industrial transformation. Exhibiting at SFCHINA2026 enables companies to showcase innovations that align with these priorities, from eco-friendly processes and high-performance coatings to intelligent production technologies and advanced finishing solutions. By

presenting solutions that address both policy goals and industry needs, exhibitors can strengthen their positioning in China’s surface finishing market and forge stronger connections with downstream sectors undergoing modernization.

A Proven Leading Platform

For over 40 years, SFCHINA has evolved into a leading platform for exhibitors to present new technologies, strengthen brand visibility and connect with decision-makers face-to-face. The 2025 Shanghai edition welcomed 8,510 visitors from 40 countries / regions, representing a 16.2% increase compared with 2024, and hosted 303 exhibitors from 17 countries / regions, an 8.6% increase. These figures highlight the exhibition’s role to create important opportunities for exhibitors to connect, grow and collectively contribute to the industry’s development.

To learn more about SFCHINA2026, please visit www.sfchina.net for more details, and follow us on Facebook, X, LinkedIn and YouTube to stay updated. Scan the QR Code below to apply to exhibit.



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About Sinostar-ITE International Limited

Sinostar-ITE International Limited (Sinostar-ITE) is a Hong Kong-based company specializing in organizing trade 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.