



Nov 16-18 • Shanghai, P. R. China

NEWS

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For immediate Press Release

Global Coatings Industry Will Set Off Again in Shanghai!

The 26th edition of CHINACOAT is returning to Shanghai from November 16 to 18, 2021 at the Shanghai New International Expo Centre (SNIEC), P.R. China. Occupying 5 exhibition halls, this year we have planned a total gross exhibition area of about 57,000 square metres. With 5 exhibit zones covering the entire industry, including 'China & International Raw Materials', 'China Machinery, Instrument & Services', 'International Machinery, Instrument & Services', 'Powder Coatings Technology' and 'UV/EB Technology & Products', CHINACOAT2021 allows exhibitors to consolidate their presence in Asia especially China, and seize new opportunities during economic recovery.

Coatings Industry Is Poised for Rebound In 2021

Asia, particularly China, is anticipated to rebound in 2021 and continues to be the world's fastest-growing coatings market. Market projects GDP of Asia to grow by 6.8% while China's GDP is expected to rebound to 7.9% in 2021. China's economy grew more than expected last year by reporting 2.3% GDP growth, exceeding RMB¥100 trillion for the first time. The pandemic has hindered coatings market growth in 2020 as supply chains were impaired due to reduced transport options and consumption declined due to lockdown measures imposed by governments globally. The rollout of vaccination campaigns should allow economies to get back on track, paving the way for rising consumption of paints and coatings in various downstream industries. In fact, global coatings demand has gradually resumed growth in the third quarter of 2020. Growth momentum is primarily driven by the construction, automotive and general industries application sectors.

2021 Virtual Show Coming Soon in a Brand New Look

To allow exhibitors and visitors who were not able to attend 2020 Guangzhou Ground

Show to still take part, the Organizer launched a brand new Virtual Show for industry players to continue participating in a hybrid format last year. Exhibitions being held in hybrid format looks to have become a 'new normal' to the exhibition industry. CHINACOAT will continue to offer an online platform for exhibitors to highlight their products and technologies virtually to visitors this year. Stay tuned for more updates on our Virtual Show later.

An Exhibition You Can't Afford to Miss

CHINACOAT has been offering a platform for the industry to leverage market potential and pursue business growth since 1996. Our 2020 Guangzhou edition managed to attract over 22,200 trade visitors from 20 countries/regions, together with over 710 exhibitors from 21 countries/regions. On the surface, both visitor and exhibitor data were far lower than previous editions. But under the effects of global pandemic, the results could be considered acceptable. CHINACOAT2021 will be staged at Shanghai again to facilitate exhibitors to showcase their products and negotiate with partners. Booth reservation has started, apply to exhibit now!

To learn more about CHINACOAT2021, please visit www.chinacoat.net or contact the Organizer. Follow us on Facebook, Twitter, LinkedIn and YouTube to receive future updates.

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About Sinostar-ITE International Ltd.

Sinostar-ITE International Ltd. (Sinostar-ITE) is a Hong Kong-based company specialized in organizing industrial exhibitions, publishing bilingual (Chinese & English) trade magazines and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Surface Finishing" & "Coatings" series of exhibition since 1983. From 1996 onwards, the exhibition was divided into CHINACOAT and SFCHINA. Now, the two exhibitions alternate annually between the venues in Guangzhou and Shanghai, P.R. China. Sinostar-ITE is also the publisher of "China Coatings Journal (CCJ)" and "Surface Finishing Journal (SFJ)"— the only official publications for the CHINACOAT and SFCHINA series of exhibitions.