

# 争取业绩，由广州展开始！

## BETTER BUSINESS BEGINS WITH A BETTER SHOW IN GUANGZHOU!

30/11 - 2/12.2016 • 广州 Guangzhou



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# 「中国国际涂料展」— 国际大展 CHINACOAT – THE WORLD'S COATING SHOW

**展**会自1996年开始举办，目前每年在上海和广州交替举行，深受全球业界高度重视和评价。2015年上海展会再创纪录，展出毛面积达70,000平方米，有来自81个国家/地区的29,580名观众和来自32个国家/地区的1,088家展商共同参与，肯定了其「国际大展」的地位，一连三天的展期为展商提供拓展业务和提升品牌知名度的有效平台。2016「中国国际涂料展」重临广州，企业争取业绩，由广州展开始！

**C**HINACOAT was organized since 1996 and now alternates its venue annually between Guangzhou and Shanghai, P. R. China. Our last 2015 Shanghai show broke several significant records. A total of 29,580 trade visitors from 81 countries/regions and 1,088 exhibitors from 32 countries/regions gathered on a gross exhibit area of over 70,000 sq.m. All these figures prove once again CHINACOAT's position as the world's Coatings show! In 2016, CHINACOAT will return to Guangzhou and will continue to deliver success from there!





# 为何必须参展 WHY EXHIBIT ?



中国进出口商品交易会展馆 (广交会展馆)  
China Import and Export Fair Complex (Canton Fair Complex)



## 1. 「中国国际涂料展」是国际大展，必须每年参展！

### CHINACOAT is the world's Coatings show!

- 20 多年服务行业经验 — 自 1996 年起，「中国国际涂料展」为展商提供一个具成本效益的贸易平台和强化品牌建设的重要场合。
- 建立客户关系，获取高素质客源 — 为期三天的展会，业内具影响力的决策者汇聚一堂，展商可面对面地接触到大量对客户，藉此获得多重销售良机。
- 经济形势下滑期间，展会仍是企业拓展业务的有效工具 — 「中国国际涂料展」为展商提供了审视竞争形势、调查市场需求、收集反馈信息、提升企业关注度和展示自身竞争力的良机。
- Benefit from over 20 years' experience – CHINACOAT has been a professional global exhibition offering a cost-effective trading platform and strong brand building environment to the industry.
- Provide essential face-to-face contact in just 3 days – CHINACOAT is a powerful promotional medium bringing together large number of potential customers and abundant qualified sales opportunities.
- Exhibition can help business grow even in tough economy environment – CHINACOAT is an ideal platform to investigate specific needs in the market, gather feedback, generate awareness and demonstrate competitiveness to the world.

## 2. 亚太地区仍然是全球最大及增长最迅速的涂料消费市场

### Asia Pacific region remains as the leading consumer of coatings and sees the most rapid gains

- 中国、印度及印尼涂料市场需求预计将继续增长，增长率分别为 8%、11% 及 4-5%。其它增长市场包括泰国、越南、菲律宾和马来西亚。
- 尽管中国经济放缓，其涂料市场与世界成熟市场相比仍在迅速增长及持续释放增长潜力。
- 由于收入和教育水平的提高、急速的城市化及基础设施发展、生活水平上升及偏低的人均涂料消费量等因素，亚太地区对涂料需求仍将保持强劲。通过参展以增加曝光率有利于企业持续发展。
- Growth of coatings demand is expected to continue at 8% per year in China, 11% in India and 4-5% in Indonesia. Other growing markets include Thailand, Vietnam, the Philippines and Malaysia.
- Despite the slowdown of the Chinese economy, the China's coatings market is still growing rapidly compared with mature markets and continues to project long-term growth prospects.
- Asia Pacific is expected to witness swift market growth due to increased levels of income and education, increasing urbanization and infrastructural development, rise in manufacturing activities, the low per capita consumption of coatings in the region, etc. It is advantageous for enterprises to gain more presence there through exhibitions.

## 3. 珠江三角洲（珠三角）地区对市场拓展极具战略意义

### The Pearl River Delta (PRD) region has great strategic importance for business promotion

- 珠三角地区是世界知名的加工制造和出口基地，其城市群各具特点，形成了以家用电器、电子通信、家具、灯具、手表、自行车等为主的企业群和产业。在汽车、造船、电气机械、建材等产业也有一定优势。
- 2015 年发布的《中国制造 2025》规划对中国制造业转型升级和发展作了整体部署十大重点领域，其中信息技术、海洋工程及船舶、轨道交通、汽车、新材料及医疗器械等产业除了是涂料行业重要的消费领域外，珠三角地区更是这些产业的聚集区和发展带，为展商开辟新商机。
- 珠三角地区在面积和人口两方面已成为世界最大都市区。随着城镇化进程不断推进，驱动涂料产品需求稳定增长，有助于行业的可持续发展。
- The PRD region is the world's leading manufacturing and export base. The key cities in this region have developed their own specialized industries and manufacturing clusters, such as household electrical appliances, electronic communications, furniture, lighting, watches, bicycles, etc. Its automobile, shipbuilding, electrical machinery, building materials and construction industries also gain competitive advantage over other regions.
- The "Made in China (2025)" plan released in 2015 has pinpointed 10 key manufacturing industries for further upgrading and development. Among them, IT, marine & shipping equipment, rail transportation, automotive, advanced materials and medical device industries are closely related to the coatings industry, and the PRD region is the clusters and development zone for them, thus opening up new opportunities for exhibitors.
- The PRD region has become the world's largest urban area in both size and population. Urbanization will bring increased coatings consumption that will in turn contribute to the sustainable growth of the industry.

## 4. 中国涂料行业正在经历快速变化，企业通过参展来应对市场的竞争

### China's coatings industry is undergoing rapid changes – opportunities to differentiate your business by exhibiting

- 随着人民消费水平及对质量和品牌的关注提高，企业如能提高品牌知名度及增加曝光率，可获更大市场份额。
- 愈来愈多的用户正在寻找可靠和值得信赖的品牌，除满足其特殊的应用要求外，还要求添加相关增值服务，增加对涂料服务业的市场需求。
- 防止空气污染政策和终端客户对环境健康问题的关注，带动了对定制化产品和新技术的旺盛需求。
- Companies are more capable to gain larger market share if they seek to actively enhance their market position and increase brand exposure.
- Increasing number of customers is looking for reliable and trustworthy brands in the market to meet their specific applications and demand for add-on services.
- Air pollution regulations, growing environmental and health concerns of end customers continue to be driving forces for users to adopt new coatings technologies and customized products.





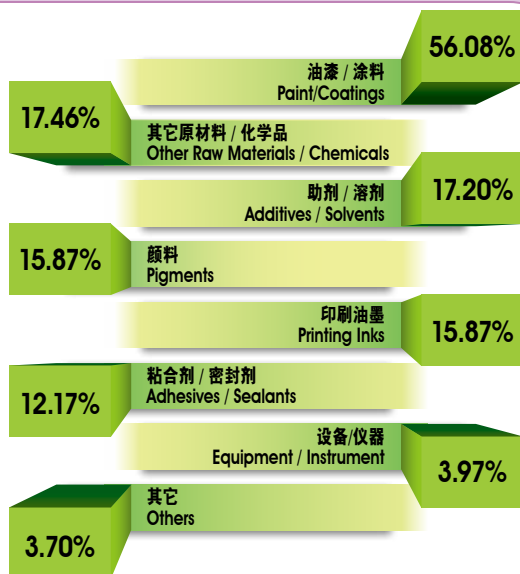
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# 2015 上海展会观众调查 FINDINGS FROM 2015 VISITOR SURVEY

2015 上海「中国国际涂料展」展会期间，主办单位随机抽样调查了 378 名观众，以下是数据分析：  
We randomly interviewed 378 CHINACOAT2015 Shanghai visitors. Here are our findings:

## 观众所属行业 Industry / Profession

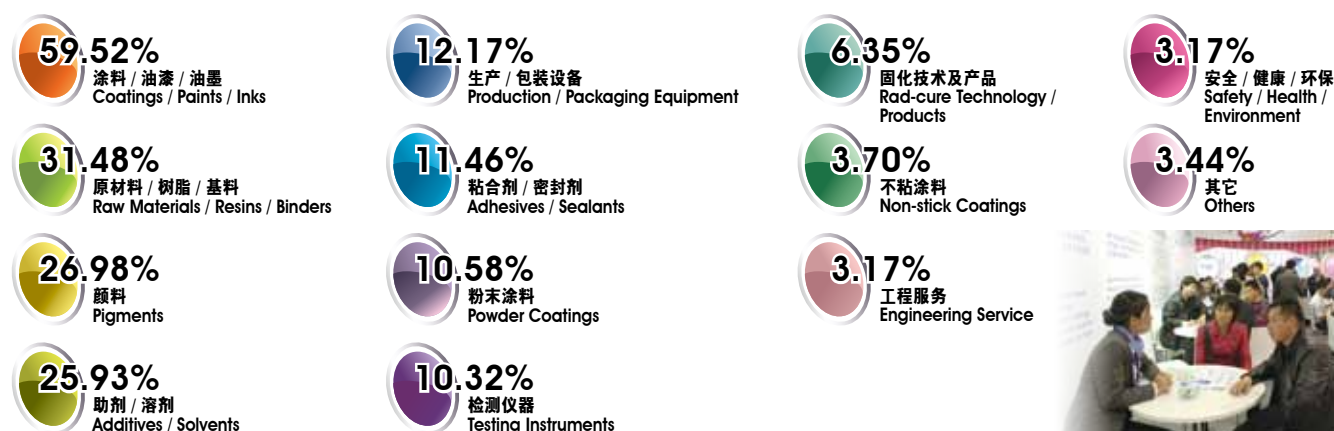


## 观众参观主要目的 Main Reason(s) for Visiting



## 观众对哪类展品最感兴趣？

### WHICH CATEGORY(IES) OF EXHIBITS INTERESTED VISITORS MOST?



# 2015 上海「中国国际涂料展」观众人数明细表 STRUCTURAL DATA OF CHINACOAT2015 SHANGHAI VISITORS

### 非洲地区 AFRICA

安哥拉 Angola	1
埃及 Egypt	64
埃塞俄比亚 Ethiopia	1
肯尼亚 Kenya	6
摩洛哥 Morocco	2
尼日利亚 Nigeria	9
南非 South Africa	21
苏丹 Sudan	6
坦尚尼亚 Tanzania	1
突尼斯 Tunisia	1
辛巴威 Zimbabwe	1

### 美洲地区 AMERICA

阿根廷 Argentina	18
巴西 Brazil	68
加拿大 Canada	24
智利 Chile	4
哥伦比亚 Colombia	6
厄瓜多尔 Ecuador	2
危地马拉 Guatemala	3
墨西哥 Mexico	19
巴拉圭 Paraguay	1
秘鲁 Peru	6
美国 USA	147
委内瑞拉 Venezuela	5

### 亚太地区 ASIA PACIFIC

澳大利亚 Australia	60
孟加拉 Bangladesh	26
中国 China, Domestic	24,843
中国香港特别行政区 China, Hong Kong Region	198
中国台湾地区 China, Taiwan Region	448
柬埔寨 Cambodia	1
斐济 Fiji	1
印度 India	443
印尼 Indonesia	198
伊朗 Iran	52
以色列 Israel	38
日本 Japan	221
约旦 Jordan	9
哈萨克斯坦 Kazakhstan	14
韩国 Korea	884
吉尔吉斯斯坦 Kyrgyzstan	2
黎巴嫩 Lebanon	11
马来西亚 Malaysia	246
缅甸 Myanmar	12
尼泊尔 Nepal	3
新西兰 New Zealand	18
巴基斯坦 Pakistan	102
菲律宾 The Philippines	86
沙特阿拉伯 Saudi Arabia	32

新加坡 Singapore	123
斯里兰卡 Sri Lanka	43
叙利亚 Syria	2
泰国 Thailand	225
阿联酋 UAE	40
越南 Vietnam	133

### 欧洲地区 EUROPE

奥地利 Austria	4
白俄罗斯 Belarus	3
比利时 Belgium	12
保加利亚 Bulgaria	1
克罗地亚 Croatia	2
捷克 Czech Republic	7
丹麦 Denmark	8
芬兰 Finland	11
法国 France	33
德国 Germany	107
希腊 Greece	4
意大利 Italy	78
拉脱维亚 Latvia	1
卢森堡 Luxembourg	2
莫尔达瓦 Moldova	2
荷兰 The Netherlands	39
挪威 Norway	3
波兰 Poland	4

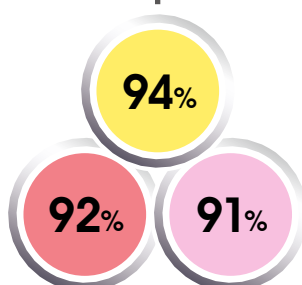
葡萄牙 Portugal	2
罗马尼亚 Romania	2
俄罗斯 Russia	97
斯洛文尼亚 Slovenia	3
西班牙 Spain	24
瑞典 Sweden	11
瑞士 Switzerland	18
土耳其 Turkey	103
英国 UK	62
乌克兰 Ukraine	6



总人数 Total : 29,580

## 观众如何评价 2015 上海「中国国际涂料展」 HOW VISITORS RATED CHINACOAT2015 SHANGHAI SHOW

举办成功  
Successfully organized




展商组合和素质优异；展品组合广泛及多元化  
Excellent quality/mix of exhibitors; wide range/diversified scope of exhibits

中国及亚太区规模最大和知名度最高  
Largest & best-known coatings show in China & Asia Pacific Region

“ CHINACOAT 是名副其实的国际大展，推动了行业的交流及发展，我会推荐给同业参观。  
CHINACOAT lives up to its name as the world's coatings show that it promotes the exchange and development of the industry. I highly recommend this event to my peers.

**Mr. Steve Champion 先生**  
室外墙面漆产品主管 Product Leader - Dulux Exterior  
澳洲多乐士 Dulux Australia, Australia



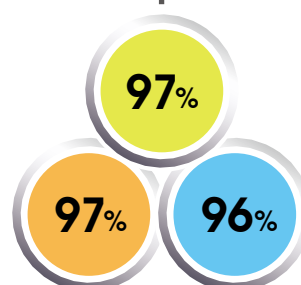
“ 展会让我有机会了解有哪些新的材料和设备可以提高生产效率和产品竞争力，从而紧贴市场的发展。  
It's a good place for me to keep abreast of the market trends in order to improve production and competitiveness.

**崔永周 先生 Mr. Yongzhou Cui**  
总经理 General Manager  
中国南通儒家新型建筑装饰材料厂 Nantong Rujia Architectural Ornament & Materials, China



## 展商同样高度评价 2015 上海「中国国际涂料展」 EXHIBITORS ALSO HIGHLY RATED CHINACOAT2015

中国及亚洲地区市场推广的重要展会  
Important for our marketing and sales in Asia and particularly China



帮助建立及拓展业务  
Helped build up & expand our business

强化品牌及宣传产品  
Was able to reinforce our brand and promote our products


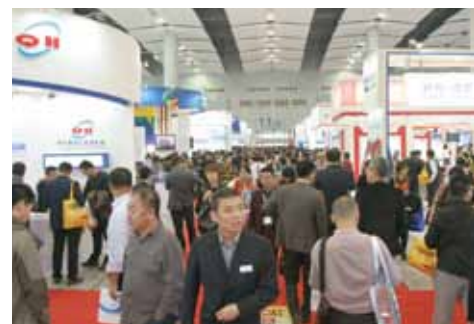
“ 非常高兴在今届展会见到更多的观众。展会提供一个很好的平台让他们了解我司的产品及服务。  
We can see more visitors than ever before attending this year's CHINACOAT. The show gave us a chance to introduce our products and services to many customers.

**Mr. Milan Wilhelm Krumbel 先生**  
特种聚合物事业部全球涂料市场总监 Global Market Director, Coatings  
索尔维 Solvay Specialty Polymers



“ 展会规模一年比一年大。行业的变化带动了各地观众来寻找及了解最新的产品及技术。  
The exhibition scale gets larger each year, providing a great opportunity to showcase the advances we have made to visitors worldwide.

**沈明昇 先生 Mr. James Shen**  
中国区商务总监 Commercial Director of China  
海名斯特殊化学 Elementis Specialties

## 展出内容 SCOPE OF EXHIBITS

### 涂料、油墨及粘合剂原材料：

油及脂肪酸、颜料、填充剂、填料及染料、干燥剂、功能助剂\*、功能及智能涂料及油墨、自然/合成树脂及中间体、溶剂及增塑剂、杀菌剂及防腐剂、功能材料、纳米技术\* 包括：增稠剂、表面活性剂、颜料分散剂、乳化剂、交联剂、消泡剂/抑泡剂、防结皮剂、流平剂、杀菌剂、蜡类等

### 粉末涂料：

适合终端应用的树脂及颜料、挤压机/挤出机/捏合机及其它生产设备、紫外线及 NIR 固化粉末涂料、异氰酸酯三缩水甘油酯系统、改善分散力及应用固体溶剂、用于温度敏感底材的粉末涂料、聚酯代替物、金属效果粉末涂料

### 辐射固化技术及产品：

- 原材料：活性稀释剂（单体）、低聚物、光引发剂、颜料、助剂等；
- 配方产品：UV 涂料、UV 油墨、UV 粘合剂、印刷版材、光致抗蚀剂、印制电路用 UV 油墨、干膜、光成像油墨、立体成型树脂；
- 光源和辐照设备：UV 光源、电子束辐照装置、光固化设备、涂装设备、材料性能测试仪器（涂料、油墨、粘合剂用）、UV 剂量仪等。

### 生产/包装设备及装置：

大规模生产设备装置、装卸及包装、分料、装料及混合/调色系统、过滤器、泵、计量仪/称重装置、颜色分散机、混料器/搅拌机及高速分散机、自动化及内部管理、研磨机、混料器/搅拌机及其配件、包装及打标机

### 各种涂料、油墨及粘合剂产品

### 质检及研发用涂料测量及测试：

颜色及其它视觉特征、测量及测试的创新、干膜及机械性能（包括耐久性）、化学特性、油漆特征（粘度、流变性、湿润性等）、表面分析

### 安全、健康、环境及其它服务：

日常厂房管理、废水/废物/废气处理、包装及废水/废物/废气的减少、环保及安全设备、技术信息、回收、卫生及易洁表面、环保技术、顾问

### Raw Materials for Coatings, Inks & Adhesives:

Oils & Fatty Acids, Natural/Synthetic Resins & Intermediates, Pigments, Fillers, Extenders & Dyes, Solvents & Plasticisers, Driers, Biocides & Fungicides, Functional Additives\*, Performance Materials, Functional & Smart Coatings & Inks, Nanotechnology  
\* such as Thickeners, Surfactants, Dispersants, Emulsifiers, Crosslinking Agents, Anti-foaming Agents, Anti-Skinning Agents, Levelling Agents, Stabilisers, Waxes, etc.

### Powder Coatings Technology:

'Fit-for-Purpose' Resins & Pigments, Solid Solvents to improve dispersion & application, Extruders & Other Production Machinery, Powder Coatings for Temperature Sensitive Substrates, UV & NIR Curing Powder Coatings, Alternatives for Polyester, TGIC Systems, Metallic Effects Powder Coatings

### UV/EB Technology and Products:

- Raw materials, such as reactive diluents (monomers), oligomers, photoinitiators, pigments, additives, etc.
- Formulated products, such as UV coatings, UV inks, UV adhesives, printing plates, photoresists, UV inks for PCB, dry films, optical imaging inks, etc.
- UV lamp and irradiation equipment, such as electron beam irradiation devices, UV curing equipment, coating equipment, material properties testing instruments, and UV dosimeters, etc.

### Production/Packaging Plants & Installations:

Bulk Manufacturing, Mixers & Dissolvers, Handling & Packaging, Automation & Housekeeping, Dispensers, Filling & Blending/Tinting Systems, Mills, Mixers & Accessories, Filters, Pumps & Metering Devices, Packaging & Labelling Machines, Colour Dispensing

### Coatings, Printing Inks & Adhesives Products

### Measurement & Testing of Coatings for QC/R&D:

Colour & other Visual Properties, Chemical Characterisation, Innovations in Measurement & Testing, Wet Paint Characterisation (Viscosity, Rheology, Wetting Behaviour etc.), Dry Film & Mechanical Properties (including Durability), Surface Analysis

### Safety, Health & Environment (SHE) & Other Services:

Good House Keeping, Recycling, Effluent/Emission Treatment, Hygienic & Easy Clean Surfaces, Packaging & Waste Reduction, Green Technology, Environmental Conservation & Safety Equipment, Consultancy, Technical Information

# 2016 广州「中国国际涂料展」参展资料

## CHINACOAT2016 GUANGZHOU EXHIBITING DETAILS

### 展区划分 CLASSIFICATION OF EXHIBIT ZONES



### 日期 DATE

2016 年 11 月 30 日至 12 月 2 日 (周三至周五)  
Nov 30-Dec 2, 2016 (Wed-Fri)

### 展会开放时间 OPENING HOURS

09:15-17:00 (11 月 30 日及 12 月 1 日 Nov 30 & Dec 1)  
09:15-14:00 (12 月 2 日 Dec 2)

### 展出地点 VENUE

中国进出口商品交易会展馆 (广交会展馆)  
China Import and Export Fair Complex (Canton Fair Complex)  
中国广东省广州市海珠区阅江中路 380 号  
380 Yuejiang Middle Road, Guangzhou, P. R. China

### 展馆 HALLS

9.2, 10.2, 11.2, 12.2, 9.3, 10.3 & 11.3



\* 同期 12.2 及 13.2 展馆举行「第二十九届中国国际表面处理展」  
SFCHINA2016 (The 29th China Int'l Exhibition for Surface Finishing and Coatings Products) will be held concurrently in Halls 12.2 & 13.2.



## 参展详情 EXHIBITING DETAILS

### 标准展台 SHELL-SCHEME BOOTH

每平方米 450 美元 / 人民币 2,950 元\*  
US\$450 / RMB¥2,950\* per sq.m.

\*另加 6% 增值税 Plus 6% VAT

- 参展费用含场地管理费  
Hall management fee is included in the participation fee
- 展台面积最少 9 平方米  
Minimum size: 9 sq.m.
- 展台配套包括围板、地毯、楣板 (公司招牌板)、基本照明系统和家具  
With stand-fittings, comprising white laminated panels, carpet, fascia, basic lighting and furniture items.



以上展台设计只供参考。  
Above image is for reference only.

### 尊贵标摊区 PREMIUM SHELL-SCHEME ZONE

每平方米 500 美元 / 人民币 3,250 元\*  
US\$500 / RMB¥3,250\* per sq.m.

\*另加 6% 增值税 Plus 6% VAT

- 位于「国际原材料」及「中国原材料」展区的中心地段  
Located in the prime area of the "International Raw Materials" and "China Raw Materials" exhibit zones
- 参展费用含场地管理费  
Hall management fee is included in the participation fee
- 展台面积为 9-18 平方米  
Exhibit Size: 9-18 sq.m.
- 展台主体结构与设计均与标准展台相同 (见左图), 包括围板、地毯、楣板 (公司招牌板)、基本照明系统和家具  
Booth's structure and design are same as standard shell-scheme booth (see figure on the left), comprising white laminated panels, carpet, fascia, basic lighting and furniture items.

#### 备注 Note:

尊贵标摊区展台不可改为光场地及搭建特装展台。  
Premium shell-scheme booth cannot be converted to raw space construction.

### 光场地 RAW EXHIBIT SPACE

每平方米 420 美元 / 人民币 2,750 元\*  
US\$420 / RMB¥2,750\* per sq.m.

\*另加 6% 增值税 Plus 6% VAT

- 参展费用含场地管理费  
Hall management fee is included in the participation fee
- 展台面积最少 27 平方米  
Minimum size: 27 sq.m.
- 参展商可交由大会指定承建商或自雇承建商搭建展台  
Raw space exhibitor can use the official contractor or appoint their own contractor for stand-building.



附加费用 Surcharge\*: ■ 两边开口展台 2-side open ..... +5% ■ 三边开口展台 3-side open ..... +7.5% ■ 独立展台 Island Booth ..... +10%

\* 附加费用适用于标准展台、尊贵标摊区及光场地 Surcharge applies to shell-scheme booth, premium shell-scheme zone and raw exhibit space

#### 香港 HONG KONG

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