

CHINACOAT[®] 2018

第二十三届中国国际涂料展

● 4-6.12.2018 ● 广州 Guangzhou

高速快线，直达 环球涂料市场

A FAST LANE TO THE GLOBAL COATINGS MARKET



第二版 (2017年12月) • 2nd Edition (Dec 2017)

Expo
新展星展(深圳)有限公司
NEW EXPOSTAR (SZ) CO., LTD.

涂 CHINACOAT EXHIBITION LTD.
中国 国际 涂料 展 有限公司

CCU
大会指定会刊
Official
Publication



ITE

SINOSTAR-ITE INT'L LTD.
中贸推广-艾特格国际有限公司

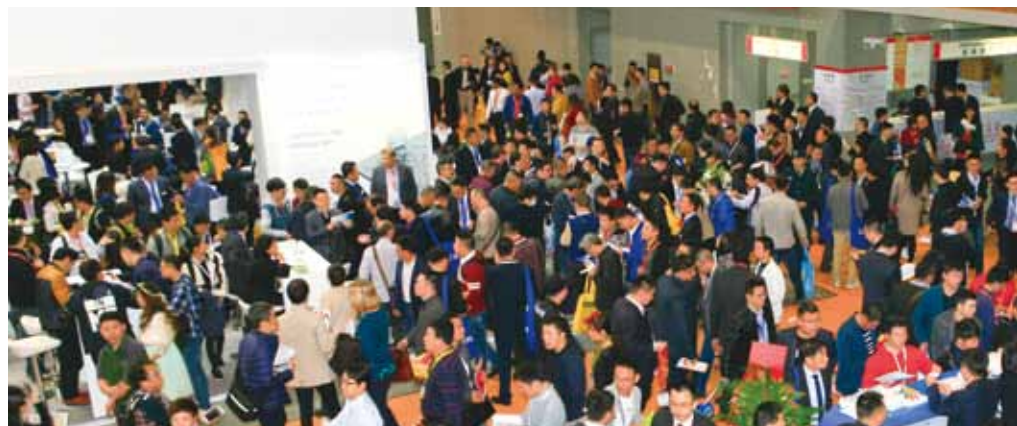
www.chinacoat.net

世界级涂料展 A World-Class Coatings Show

展会自1996年开始举办，目前每年在上海和广州交替举行，深受业界高度重视和评价。上届2017年上海展展出毛面积超过86,000平方米，有来自88个国家/地区的34,425名观众和34个国家/地区的1,210家展商共同参与。2018「中国国际涂料展」重临广州广交会展馆，再次为展商提供直达全球涂料市场的高速快线！



CHINACOAT has been organized since 1996 and now alternates its venue annually between the cities of Guangzhou and Shanghai, P. R. China. Our last 2017 Shanghai show finished with a total of 34,425 trade visitors from 88 countries/regions and 1,210 exhibitors from 34 countries/regions. Together they met on a gross exhibition area of over 86,000 sq.m. In 2018, CHINACOAT will return to Guangzhou and will provide again a fast lane for exhibitors to reach the global coatings community!



为何必须参展 Why Exhibit ?

1

「中国国际涂料展」是一年一度行业盛事，必须每年参展！
CHINACOAT is the annual meeting place for the coatings industry!

- **20 多年服务行业经验** — 自1996年起，「中国国际涂料展」提供一个高效兼具成本效益的贸易平台，为展商扩阔客户基础及强化品牌宣传。
- **建立客户关系，达到占领市场份额目的** — 为期三天的展会，展商可面对面接触大量对口客户，向行业展示技术及创新产品，快速建立稳定客户网络。
- **企业可全面了解行业发展趋势** — 「中国国际涂料展」为展商提供审视竞争形势、调查市场需求、收集反馈信息、提升企业形象和展示自身实力的良机。
- **Benefit from over 20 years' experience** – CHINACOAT has been providing a cost-effective trading platform for exhibitors to expand customer base and strengthen brand recognition since 1996.
- **Provide face-to-face contact opportunities to capture market share** – CHINACOAT allows exhibitors to build customer relationships and showcase technologies and innovative products to the industry on a global scale.
- **Stay up-to-date with the latest industry trends** – CHINACOAT offers opportunities for exhibitors to review the competitive environment, investigate market demands, gather feedbacks, generate awareness and demonstrate their strengths.

2

亚洲已成为世界最大及增长最快的涂料市场
Asia has become the world's largest and fastest growing coatings market

- 亚洲地区一直保持稳定经济增长，加上亚洲人均涂料消费量仍远远落后北美和欧洲市场（亚洲人均涂料需求是北美市场的32%），说明亚洲市场仍有大幅增长空间。
- 亚洲涂料市场占全球涂料市场近一半。除了中国、印度、日本及韩国等主要国家，越南、印尼、菲律宾和马来西亚的经济也不断增长，中产阶级人口持续增加，建筑施工活动日益活跃，推动涂料市场。
- Asian economies have maintained steady growth. In addition, Asia's per capita coatings consumption is still far behind the North American and European markets (Asia's per capita demand for coatings is 32% that of the North American market), indicating the Asian market still has room for substantial increase.
- The Asian coatings market accounts for nearly half of the global coatings market. Key countries of the market include China, Japan, India, and South Korea. Other emerging countries like Vietnam, Indonesia, the Philippines and Malaysia are also experiencing growing economy, increasing middle-class population and rising construction activities, thereby driving demand for coatings.



3

珠江三角洲（珠三角）是全球制造业基地，不断带动涂料需求 Pearl River Delta (PRD) region is the global manufacturing base and continues to drive demand for coatings

- 中国主要涂料生产基地几乎集中在珠三角和长三角地区，其中珠三角地区的涂料发展最为突出。广东作为涂料大省，拥有 2,000 多家生产企业，占全国涂料品牌三分之一，产销量均居全国首位。
- 珠三角轻工业发展成熟，主要产业集群包括电子及资讯科技产品、家电、灯具及家具等。近年珠三角更把发展重点转向电讯、设备制造、汽车等重工业。
- 广州是中国三大汽车制造基地之一，并已成为国内主要汽车零部件生产基地和汽车消费市场，很多世界知名的汽车零件制造商在附近地区设厂生产。
- The PRD and the Yangtze River Delta regions are the cluster base for the China's coatings industry, with the former seeing the most significant growth. As the largest coatings province, Guangdong houses more than 2,000 manufacturing enterprises, accounting for one-third of the national brands. Both coatings production and consumption rank first in the country.
- The light industries are well-developed in the PRD region, including electronics, IT, electrical appliances, lighting and furniture. In recent years, the region has shifted its focus towards development of heavy industries, such as telecommunications, equipment manufacturing and automobile industry.
- Guangzhou is one of the three largest automobile manufacturing bases in China and has become the major domestic auto parts production base and automotive consumer market. Many world's leading auto parts manufacturers have set up factories in its vicinity.

4

面对行业日趋激烈的竞争，选择有素质的展会有助抓住市场机会 Participating at a quality trade show helps seize market opportunities and stay ahead of competition

Participating at a quality trade show helps seize market opportunities and stay ahead of competition

- 涂料行业主要市场机遇包括持续增加的建筑涂料需求，愈益精良的汽车和机械制造工艺，众多终端用户行业的广泛应用，以及日益增长的绿色和环保涂料研发，同时也创造行业竞争环境。
- 发展品牌已成为从竞争对手中脱颖而出的关键因素。「中国国际涂料展」是有效的品牌营销策略，帮助建立行业存在感和与客户密切联系，创建客户忠诚度。
- Key market opportunities include increasing demand of architectural coatings, more refined manufacturing process of automobiles and machinery, wide application in numerous end-user industries and increasing research activities for green and eco-friendly coatings, which collectively create an arena of competition.
- Brand development has become a critical factor in standing out from competitors. CHINACOAT offers an effective branding and marketing strategy to help create a strong presence within the industry and bonding with customers to secure loyalty and attractiveness.

2017 Shanghai Show

[illegible]

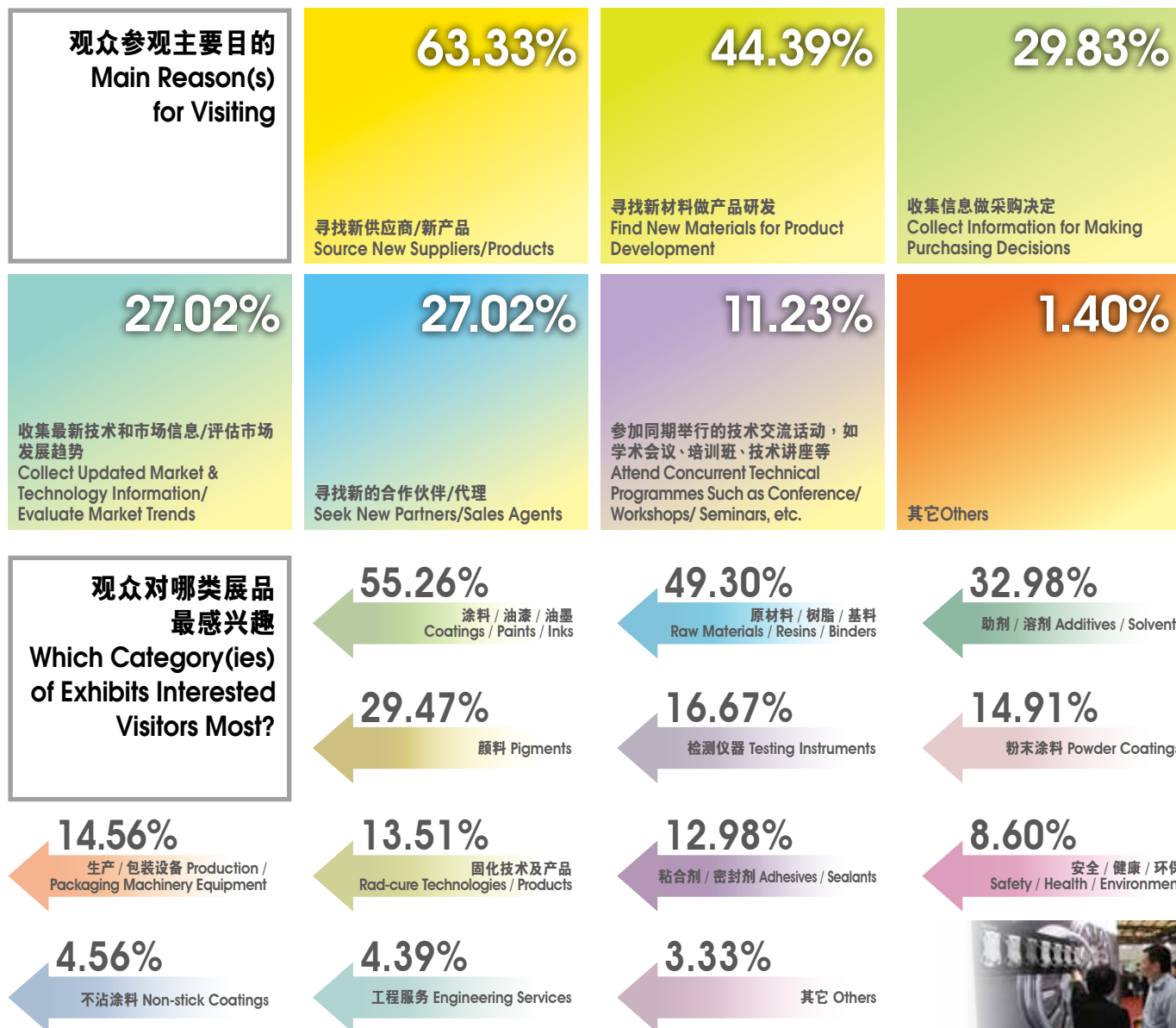
Show Continued to Achieve Outstanding Results!



2017 上海展会观众及展商调查 Findings from

展会期间，主办单位随机抽样调查了 570 名观众，以下是数据分析：

We randomly interviewed 570 CHINACOAT2017 Shanghai visitors. Here are our findings:



2017 上海「中国国际涂料展」观众人数明细 Structural Data of CHINACOAT2017 Shanghai Visitors

阿富汗 Afghanistan.....	2	萨尔瓦多 El Salvador *.....	3	尼泊尔 Nepal.....	2	泰国 Thailand.....	294
阿尔及利亚 Algeria.....	2	埃塞俄比亚 Ethiopia.....	4	荷兰 The Netherlands.....	25	突尼斯 Tunisia.....	3
安哥拉 Angola *.....	1	芬兰 Finland.....	7	新西兰 New Zealand.....	20	土耳其 Turkey.....	89
阿根廷 Argentina.....	8	法国 France.....	39	尼日利亚 Nigeria.....	9	土库曼 Turkmenistan *.....	1
澳大利亚 Australia.....	65	格鲁吉亚 Georgia *.....	2	阿曼 Oman.....	2	阿联酋 UAE.....	50
奥地利 Austria.....	8	德国 Germany.....	123	巴基斯坦 Pakistan.....	136	乌干达 Uganda *.....	3
阿塞拜疆 Azerbaijan.....	2	希腊 Greece.....	4	秘鲁 Peru.....	4	乌克兰 Ukraine.....	31
孟加拉 Bangladesh.....	45	匈牙利 Hungary.....	2	菲律宾 The Philippines.....	123	英国 UK.....	51
白俄罗斯 Belarus.....	4	印度 India.....	489	波兰 Poland.....	18	美国 USA.....	109
比利时 Belgium.....	11	印度尼西亚 Indonesia.....	263	葡萄牙 Portugal.....	7	乌兹别克 Uzbekistan.....	5
巴西 Brazil.....	82	伊朗 Iran.....	79	卡塔尔 Qatar.....	4	委内瑞拉 Venezuela.....	2
保加利亚 Bulgaria.....	1	以色列 Israel.....	12	俄罗斯 Russia.....	122	越南 Vietnam.....	164
加拿大 Canada.....	17	意大利 Italy.....	78	沙特阿拉伯 Saudi Arabia.....	27	也门 Yemen.....	1
智利 Chile.....	5	日本 Japan.....	385	塞尔维亚 Serbia.....	2		
中国境内 China, Domestic.....	29,262	约旦 Jordan.....	19	新加坡 Singapore.....	88		
中国·香港特别行政区 China, Hong Kong SAR.....	154	肯尼亚 Kenya.....	4	斯洛伐克 Slovakia.....	2		
中国·澳门特别行政区 China, Macau SAR.....	1	韩国 Korea.....	862	斯洛文尼亚 Slovenia *.....	1		
中国·台湾地区 China, Taiwan Region.....	370	科威特 Kuwait.....	1	南非 South Africa.....	18		
哥伦比亚 Colombia.....	7	黎巴嫩 Lebanon.....	10	西班牙 Spain.....	41		
哥斯达黎加 Costa Rica *.....	2	马来西亚 Malaysia.....	332	斯里兰卡 Sri Lanka.....	24		
古巴 Cuba *.....	1	马耳他 Malta *.....	1	苏丹 Sudan.....	4		
捷克 Czech Republic.....	10	毛里求斯 Mauritius.....	4	瑞典 Sweden.....	5		
丹麦 Denmark.....	3	墨西哥 Mexico.....	17	瑞士 Switzerland.....	18		
多明尼加共和国 Dominican Republic.....	4	摩洛哥 Morocco.....	8	叙利亚 Syria.....	1		
埃及 Egypt.....	89	缅甸 Myanmar.....	12	坦桑尼亚 Tanzania.....	3		

* 首次参观国家 First Time Visitors



总人数 Total : 34,425

2017 Visitor & Exhibitor Surveys

展会评价 Testimonials

观众评价 What Visitors Said About CHINACOAT



举办成功
Successfully staged

96%

展商组合全面和优秀
Good mix of exhibitors

95%

会向业内人士推荐参观
Would recommend peers to visit

94%



展商评价 How Exhibitors Assessed the Show



中国及海外市场重要的营销活动
Important for sales and marketing in
China & overseas markets

99%

帮助建立及拓展业务
Helped building up &
expanding business

99%

强化品牌及宣传产品
Able to reinforce brand names and
promote products

98%



展出内容 Scope of Exhibits



生产涂料、油墨及粘合剂的各种原材料

油及脂肪酸、自然/合成树脂及中间体、颜料、填充剂、填料及染料、溶剂及增塑剂、催干剂、杀菌剂及防腐剂、功能助剂*、功能材料、功能及智能涂料及油墨、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、催干剂、稳定剂、蜡类等

生产/包装设备及装置

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

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

UV/EB 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、光铸、表面光接枝等
- 光源和设备：UV 光源、电子束设备、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

质检及研发用测量及测试

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

各种涂料、油墨及粘合剂产品

Raw Materials for Producing 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, Biocides, Driers, Stabilisers, Waxes, etc.

Production/Packaging Plants & Installations

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

Powder Coatings Technology

'Fit-for-Purpose' Resins & Pigments, Extruders & other Production Machineries, UV & NIR Curing Powder Coatings, TGIC Systems, Solid Solvents to Improve Dispersion & Application, Powder Coatings for Temperature Sensitive Substrates, Alternatives for Polyester, Metallic Effects Powder Coatings

UV/EB Technology & 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.
- Irradiation Equipment, such as UV Lamp, Electron Beam Devices, Light Curing Equipment, Coating Equipment, Material Properties Testing Equipment, and UV Dosimeters

Measurement & Testing of Coatings for QC/R&D

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

Safety, Health & Environment (SHE) & other Services

Dairy Plant Management, Wastewater/Solid Waste/Emission Treatment, Packaging & Waste Reduction, Environmental Conservation & Safety Equipment, Technical Information, Recycling, Hygienic & Easy Clean Surfaces, Green Technology, Consultancy

Coatings, Printing Inks & Adhesive Products

日期 DATE

2018年12月4-6日 (周二至周四)
December 4-6, 2018 (Tue-Thu)

展出地点 VENUE

展馆 Halls: 1.1 2.1 3.1 4.1 1.2 2.2 3.2 4.2

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

中国广东省广州市海珠区阅江中路382号
382 Yuejiang Middle Road, Haizhu, Guangzhou, P. R. China

展区划分 CLASSIFICATION OF EXHIBIT ZONES

粉末涂料
Powder Coatings Technology

UV/EB 固化技术及产品
UV/EB Technology & Products

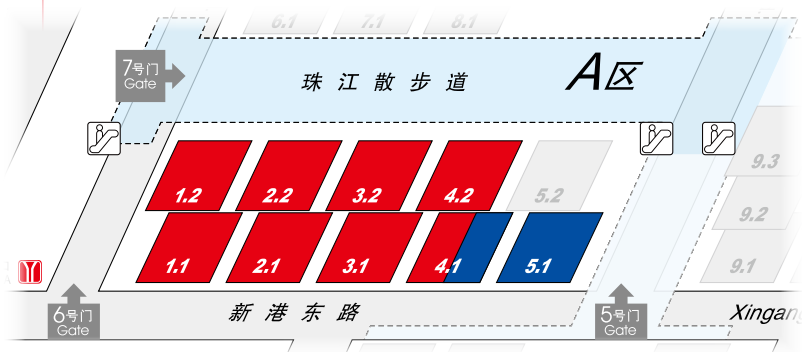
国际设备、仪器及服务
Int'l Machinery, Instrument & Services

中国设备、仪器及服务
China Machinery, Instrument & Services

中国+国际原材料
China & International Raw Materials

同期同地举行 Co-Located Show

SFCHINA 2018
第三十一届中国国际表面处理展



参展费用 Costs of Participation

标准展台

SHELL-SCHEME BOOTH

每平方米450美元 / 人民币3,000元*
US\$450 / RMB¥3,000* 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.



以上展台设计仅供参考。
Above image is for reference only.

尊贵标摊区

PREMIUM SHELL-SCHEME ZONE

每平方米510美元 / 人民币3,200元*
US\$510 / RMB¥3,200* per sq.m.

*另加6%增值税 Plus 6% VAT

- 位于「中国+国际原材料」展区的中心地段
Located in the prime area of the "China & International Raw Materials" exhibit zone
- 参展费用含场地管理费
Hall management fee is included in the participation fee
- 展台面积为9-27平方米 Exhibit Size: 9-27 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自行搭建特装展台。
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2,800元*
US\$420 / RMB¥2,800* 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搭建商或自雇搭建商搭建展台
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

香港湾仔告士打道42-46号
捷利中心21楼2101-2室
2101-2, 21/F, Jubilee Centre,
42-46 Gloucester Road, Wanchai, Hong Kong
☎: (852) 2865 0062
☎: (852) 2804 2256
✉: info@sinostar-intl.com.hk

深圳 SHENZHEN

深圳市深南东路4003号世界金融中心A座42楼C室
邮编: 518001
Unit C, 42/F, Block A, World Finance Centre,
4003 Shennan Dong Road, Shenzhen 518001, P. R. China
☎: (86 755) 6138 8100
☎: (86 755) 6138 8113
✉: exhibition@new-expostar.com

上海 SHANGHAI

上海市浦东新区东方路69号
裕景国际商务广场17楼1708室 邮编: 200120
Room 1708, 17/F, Eton Place, 69 Dongfang Road,
Pudong New Area, Shanghai 200120, P. R. China
☎: (86 21) 6150 4989 / 5877 7680
☎: (86 21) 5877 7685
✉: shg@new-expostar.com

in Sinostar-ITE

f Chinacoat

Chinacoat



关注微博



关注微信