

CHINACOAT[®] 2021

第二十六届中国国际涂料展

● 16-18.11.2021 ● 上海 Shanghai

全球涂料业平台， 上海2021再出发

Global Coatings Industry Will Set Off Again in Shanghai



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Expo
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全球涂料业平台 A Platform Where Coatings Industry Meets

2021 年洲经济尤其是中国有望反弹，继续成为全球增长最快的涂料市场。自 1996 年起，「中国国际涂料展 CHINACOAT」为参展商提供挖掘市场潜力及提高业务增长的平台。2020 年广州展览会有来自 20 个国家 / 地区超过 22,200 名观众和来自 21 个国家 / 地区超过 710 家参展商共同参与。观众及参展商数据均较以往逊色，然而在全球疫情影响下，这样的成绩尚可接受。2021 年「中国国际涂料展 CHINACOAT」重临上海，参加一年一度行业活动以把握市场反弹机遇！

Asia, particularly China, is anticipated to rebound in 2021 and continues to be the world's fastest-growing coatings market. 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 should be considered acceptable. CHINACOAT2021 will be staged at Shanghai again, allowing global exhibitors to seize the opportunity of market rebound!



为何必须参展 Why You Must Exhibit

1 抓住反弹商机 Seize Rebound Opportunities

- 市场预计 2021 年亚洲区国内生产总值增长率为 6.8%。因应政府推出积极财政政策，尤其是针对基础设施投资，中国国内生产总值有望反弹至 7.9%。
- 2021 年亚洲涂料市场有望反弹至 4%。中国继续成为该地区增长最快的市场，其次是澳大利亚、印度和韩国。
- 由于亚洲区中产阶级快速增长（2020 年规模为 2012 年的两倍），消费能力因而提升，加上城市化进程加快和智慧城市发展的推动，对涂料应用和创新产品需求增加。
- Market projects GDP of Asia to grow by 6.8% in 2021. Supported by fiscal policy measures especially in infrastructure investment, China's GDP is expected to rebound to 7.9%.
- Asian coatings markets are expecting a rebound of 4% in 2021. China will remain as the fastest growing market in the region, followed by Australia, India and South Korea.
- Demand for coatings applications and innovations is accelerated due to the region's fast-growing middle class (size doubled from 2012 to 2020), higher spending power, increasing urbanization and growth of smart cities.

2 中国继续成为焦点 China Remains as the Focus

- 中国是世界第二大经济体，近年已渐渐从制造业基地转型为研发和创新中心，并继续成为亚太区主要涂料消费市场，2019 年约占该地区消费量的三分之二。
- 各种涂料终端用户行业不断增长，尤其是铁路和公路基础设施、汽车和汽车零部件制造、包装及消费电子等行业，带动涂料需求。
- 中国将在 2021 年力推长三角一体化，发展涵盖上海、江苏、浙江、安徽三省一市，共占约全国四分之一经济总量。依靠内循环实现经济稳步增长，将持续推动中国涂料产业发展。
- China is the world's second largest economy. In recent years, it has gradually transformed from being a manufacturing base to R&D and innovation hub, and continues to be the largest consumer of Asia-Pacific coatings market, accounting for about two-thirds of the region's consumption in 2019.
- Owing to the growth in various end-user industries, particularly rail and road infrastructure, automotive and auto component manufacturing, packaging and consumer electronics industries, consumption of coatings is expected to drive demand.
- China is going to promote the integration of the Yangtze River Delta region (covering 3 provinces and 1 city of Shanghai, Jiangsu, Zhejiang and Anhui, which together account for about a quarter of the country's total economic output) and the development of 'circular' economy in 2021, fostering new growth drivers to facilitate progression of China's coatings industry.

3 全球社会经济趋势推动涂料产品需求 Global Socioeconomic Factors Driving Coatings Demand

- 大流行对全球涂料市场产生长期影响，例如对抗病毒和抗菌涂料、助剂和树脂等产品需求不断增长。预计到 2024 年，全球抗菌涂料市场将超过 70 亿美元。
- 绿色经济已成为全球环境与发展领域的趋势，各地政府均实施严格法规以减少油漆和涂料中的 VOC 含量，增加使用环保替代品，如水性涂料、无溶剂涂料和粉基产品。
- 新兴下游需求包括汽车、航空航天、电信等行业令新型复合材料应用不断扩大，推动新型助剂、树脂和设备开发，以满足新涂装和施工需求。
- The pandemic creates a long-term impact on global coatings market, such as growing demand for antibacterial and antimicrobial paints, additives and resins. It is estimated that the global antimicrobial coatings market will exceed US\$7 billion by 2024.
- Green economy has been influencing global environmental development. Governments around the world have implemented strict regulations to reduce VOC content in coatings and increase the use of environmentally friendly alternatives such as waterborne, solvent-free and powder-based products.
- Applications of new composite materials keep expanding due to increasing new downstream demands, particularly in automotive, aerospace and telecommunications sectors, allowing development of novel additives, resins and equipment to fulfill new coating requirements.

4 与行业保持联系和加强互动 Maintain Connection and Strengthen Interaction with the Industry

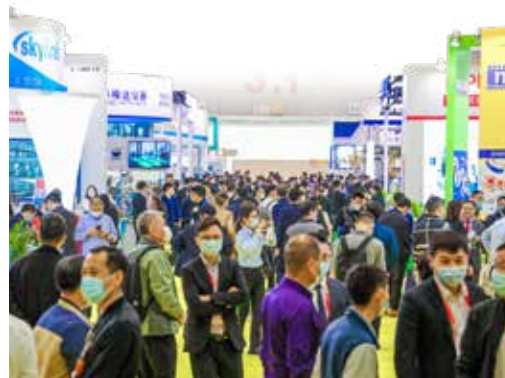
- 展览会服务行业超过 25 年，发挥商贸平台作用，让整个产业链紧贴市场趋势，帮助参展企业开拓目标市场及展示自身实力。
- 参展商长期支持是展览会价值的体现及作为有效增长策略的证明。参展商通过展览会实现产品宣传和企业影响力提升，展览会通过了解参展商需求助力市场反弹及物色新商机。
- 面对经济压力下，展览会的价值和成效与其它传统营销工具相比保持稳定。展览会每年凭借境内外专业观众参与及支持，长期成为参展商获取更多市场份额和进行促销的重要平台。
- Serving global coatings industry for over 25 years, CHINACOAT has been acting as a platform to reflect current trends, discuss developments and present innovations of the industry.
- Long-term support from exhibitors has proven CHINACOAT as a solid growth strategy to deliver product promotion and enhance corporate reputation. We understand the needs of exhibitors, help them to rebound and identify new business opportunities.
- The value and effectiveness of tradeshows remain stable as compared to other traditional marketing tools in times of economic stress. With high concentration of qualified visitors, CHINACOAT has long been used as a powerful platform for gaining additional market share and promoting sales.

充满挑战的 2020 年，庆幸成绩尚可接受

CHINACOAT2020 Closed with Reasonable Results in A Year Full of Uncertainties

观众数据 Visitor Data

广州实体展 Ground Show	22,213
中国境内 Domestic China	22,135
中国境外 Overseas	78



来自 20 个国家 / 地区 From 20 Countries/Regions

亚太区 ASIA PACIFIC	印度 India..... 1	美洲 AMERICA	俄罗斯 Russia 1
中国境内 Domestic China 22,135	伊朗 Iran..... 2	加拿大 Canada..... 2	土耳其 Turkey 2
中国香港特别行政区 18	日本 Japan 7	欧洲 EUROPE	非洲 AFRICA
Hong Kong SAR, China	韩国 Korea 1	德国 Germany..... 1	阿尔及利亚 Algeria 1
中国澳门特别行政区 1	马来西亚 Malaysia..... 1	意大利 Italy..... 1	埃塞俄比亚 Ethiopia..... 1
Macau SAR, China	新西兰 New Zealand 1	荷兰 Netherlands 1	肯尼亚 Kenya..... 1
中国台湾地区 34	泰国 Thailand..... 1		
Taiwan Region, China			

线上虚拟展 Virtual Show*

观众和参展商通过全新线上虚拟展在线互动交流。线上展览会运作至 2021 年 2 月 6 日。
A brand new Virtual Show was launched to facilitate visitors and exhibitors to meet online.
The Virtual Show remained online until February 6, 2021.

注册观众 Registered Visitors	27,635
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登陆页面浏览人次 Landing Page Pageviews	45,742
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来自 82 个国家 / 地区 From 82 Countries/Regions

亚太区 ASIA PACIFIC	哈萨克 Kazakhstan 1	越南 Vietnam 70	葡萄牙 Portugal 5	多明尼加共和国 1
亚美尼亚 Armenia 1	韩国 Korea 366	欧洲 EUROPE	罗马尼亚 Romania 5	Dominican Republic
澳大利亚 Australia 35	科威特 Kuwait 1	奥地利 Austria 10	俄罗斯 Russia 89	厄瓜多尔 Ecuador 4
阿塞拜疆 Azerbaijan 1	黎巴嫩 Lebanon 2	白俄罗斯 Belarus 10	斯洛文尼亚 Slovenia 4	危地马拉 Guatemala 1
孟加拉 Bangladesh 12	马来西亚 Malaysia 130	比利时 Belgium 7	西班牙 Spain 37	墨西哥 Mexico 10
汶莱 Brunei 2	缅甸 Myanmar 1	克罗地亚 Croatia 1	瑞典 Sweden 9	巴拉圭 Paraguay 1
柬埔寨 Cambodia 1	新西兰 New Zealand 8	捷克 Czech Republic 3	瑞士 Switzerland 19	秘鲁 Peru 7
中国境内 24,678	巴基斯坦 Pakistan 41	丹麦 Denmark 1	土耳其 Turkey 39	美国 USA 85
Domestic China	巴布亚新几内亚 1	爱沙尼亚 Estonia 1	乌克兰 Ukraine 9	非洲 AFRICA
中国香港特别行政区 145	Papua New Guinea 51	芬兰 Finland 6	英国 United Kingdom 32	阿尔及利亚 Algeria 3
Hong Kong SAR, China	菲律宾 The Philippines 2	法国 France 24	美洲 AMERICA	埃及 Egypt 33
中国台湾地区 347	卡塔尔 Qatar 2	德国 Germany 76	阿根廷 Argentina 6	肯尼亚 Kenya 1
Taiwan Region, China	沙特阿拉伯 Saudi Arabia 21	希腊 Greece 5	玻利维亚 Bolivia 1	摩洛哥 Morocco 4
印度 India 301	新加坡 Singapore 77	意大利 Italy 68	巴西 Brazil 97	尼日利亚 Nigeria 1
印尼 Indonesia 126	斯里兰卡 Sri Lanka 10	卢森堡 Luxembourg 1	加拿大 Canada 20	南非 South Africa 10
伊朗 Iran 56	叙利亚 Syria 1	荷兰 The Netherlands 16	智利 Chile 6	苏丹 Sudan 2
以色列 Israel 13	泰国 Thailand 121	挪威 Norway 1	哥伦比亚 Colombia 6	突尼斯 Tunisia 9
日本 Japan 163	阿联酋 UAE 27	波兰 Poland 17	哥斯达黎加 Costa Rica 4	
约旦 Jordan 10	乌兹别克斯坦 Uzbekistan 6			

* 截至 2021 年 1 月 12 日 As of January 12, 2021

参展商数据 Exhibitor Data

广州实体展 Ground Show	714
线上虚拟展 Virtual Show	32
来自国家 / 地区 Countries/Regions of Origin	21
首次参展公司 New Exhibitors	155 (21.7%)

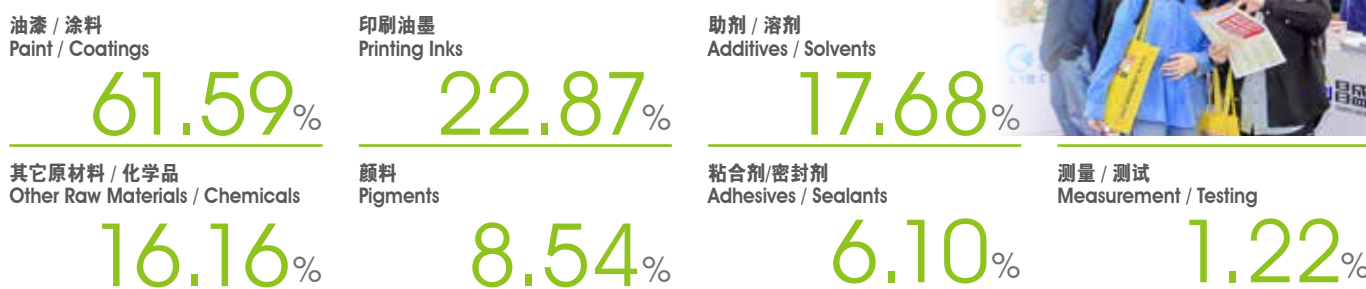


主办单位现场抽样访问 328 名观众，以下是数据分析： We interviewed 328 visitors by Field Sampling. Here are some findings:

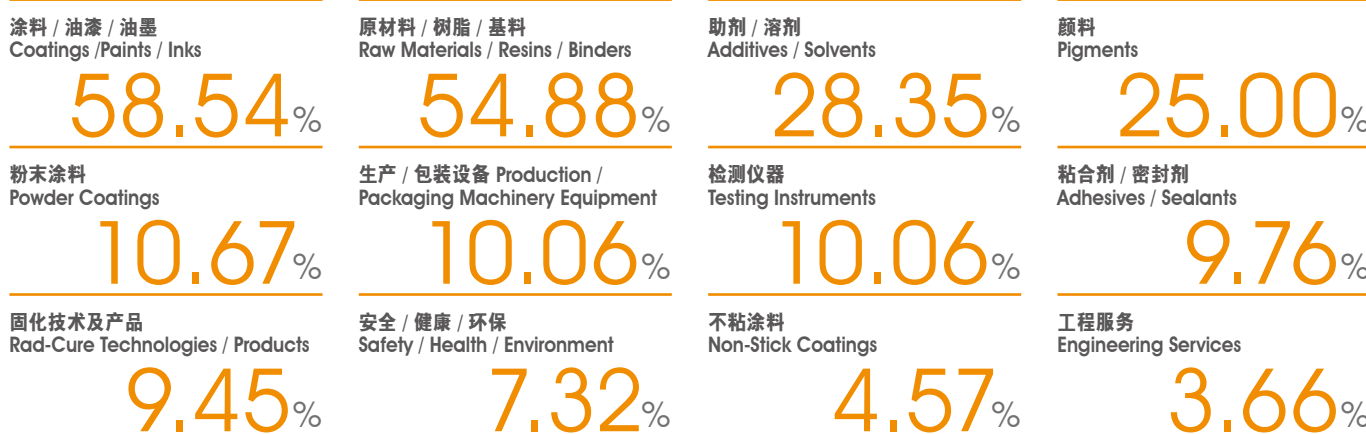
参观主要目的 Main Reasons for Visit



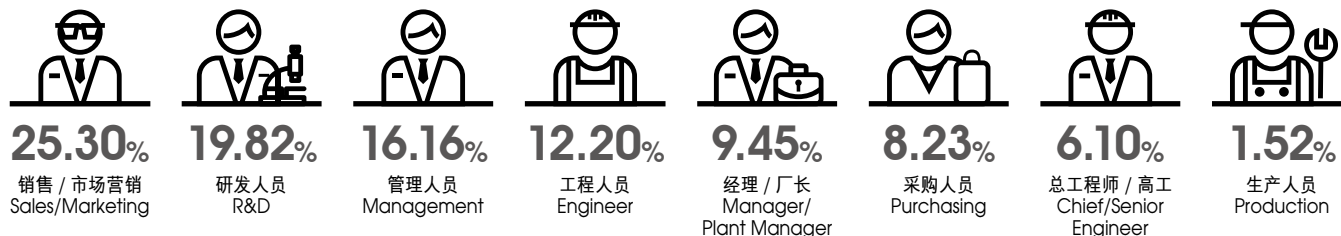
来自行业 Sectors Where Visitors Were From



感兴趣的展品 Interested Product Groups



职级分类 By Job Title



评价 Testimonials

观众评价 Visitors' Comments



参展商评价 How Exhibitors Assessed CHINACOAT



展出内容 Scope of Exhibits



生产涂料、油墨及粘合剂的原材料

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醚系统、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 / 废气处理、包装及废水 / 废物的减少、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

Daily 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

2021年11月16-18日(周二至周四)
November 16-18, 2021 (Tue-Thu)

展馆 Halls E2, E3, E4, E5 & E6

上海新国际博览中心
Shanghai New International Expo Centre (SNIEC)

中国上海市浦东新区龙阳路2345号
2345 Longyang Road, Pudong New Area, Shanghai,
P. R. China

5个展区
EXHIBIT ZONES

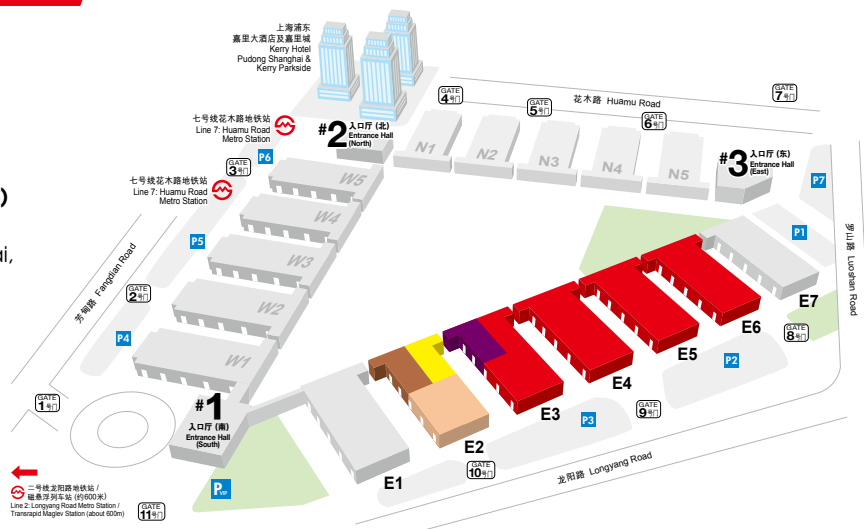
中国+国际原材料
China & International Raw Materials

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

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

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

粉末涂料
Powder Coatings Technology



同期举行
Co-located Exhibition
SFCHINA[®] 2021
第三十四届中国国际表面处理展

参展费用 Costs of Participation[#]

标准展台 SHELL-SCHEME EXHIBIT SPACE

每平方米400美元 / 人民币2,650元[◇]
US\$400 / RMB¥2,650[◇] per sq.m.

[◇]另加6%增值税 Plus 6% VAT

- 含场地管理费
Hall Management Fee included
- 最少9平方米 Minimum Size: 9 sq.m.
- 展台配套包括围板、地毯、公司招牌板、基本照明和家具
Stand-fittings, white laminated panels, carpet, fascia, basic lighting and furniture included



展台设计只供参考
For reference only

尊贵标摊展台 PREMIUM SHELL-SCHEME EXHIBIT SPACE

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

- 位于「中国+国际原材料」展区中心地段
Located in prime area of "China & International Raw Materials" exhibit zone
- 含场地管理费
Hall Management Fee included
- 展台面积须为9-27平方米 Exhibit Size: 9-27 sq.m.
- 展台配套包括围板、地毯、公司招牌板、基本照明和家具(与标准展台相同)
Stand-fittings, white laminated panels, carpet, fascia, basic lighting and furniture included (same items as shell-scheme exhibit space)

备注 Note:
尊贵标摊展台不可改为光场地或自行搭建特装展台
Premium shell-scheme exhibit space cannot be converted to raw exhibit space

光场地 RAW EXHIBIT SPACE

每平方米370美元 / 人民币2,450元[◇]
US\$370 / RMB¥2,450[◇] per sq.m.

[◇]另加6%增值税 Plus 6% VAT

- 含场地管理费
Hall Management Fee included
- 最少27平方米 Minimum Size: 27 sq.m.
- 参展商可选择交大会指定或自雇搭建商搭建展台
Exhibitors can appoint official contractor or their own contractors for stand building



附加费用 Surcharge^{*}: ■ 两面开口 2-side open +5% ■ 三面开口 3-side open +7.5% ■ 独立展台 Island Booth +10%

^{*} 附加费用适用于标准展台、尊贵标摊展台及光场地 Surcharge applies to shell-scheme exhibit space, premium shell-scheme exhibit space and raw exhibit space

[#] 主办单位保留最终对参展费用更改权利(如需要)。The Organizers reserve the final right to change the participation fee should the need arise.

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