

## 挑战的一年 庆幸成绩尚可接受 THE SHOW CLOSED WITH REASONABLE RESULTS IN A YEAR FULL OF UNCERTAINTIES

尊敬的参展商：

「第二十五届中国国际涂料展 CHINACOAT2020」，如期于 12 月 8-10 日在广州闭幕。在参阅本届「展览会初步报告」各项统计数字时，请留意以下两点：

### 1、本届展览会数据

表面上，本届各项观众参观数字较往年逊色。然而，从实际角度分析，须留意以下情况：

- 在国内多项防疫措施限制下，本届仍有逾 **22,100 名中国境内观众** 登记及出席展会，我们认为这是难得的数字；
- 全球各国实施**旅行限制**，令**海外观众未能出席**参与。

### 2、「线上展览会」让展期延长六十天

- 针对本年疫情的情况，主办单位今年首次设立「线上展览会」，让观众于广州展览会期间及结束后，仍能通过**线上平台继续参观至 2021 年 2 月 6 日**；
- 尽管本届的「线上展览会」在多方面仍有改善地方，我们相信通过这崭新介面功能，可**满足行业包括参展商及观众的需求**。未来我们将继续循此方向，发展及优化展览会的多元服务。

最后，我们希望为行业带来一个更成功的 2021 年上海展！

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Dear Exhibitors,

As usual, we present to you our Preliminary Report of CHINACOAT2020 held on Dec 8-10, 2020 in Guangzhou, P. R. China. Before you move on to read the Report, we need to highlight the following areas:

### 1. STATISTICS OF THE YEAR

On the surface, the total number of visitors looks far lower, but please bear in mind of the following factors:

- Over **22,100 China visitors** registered and attended the show in person. Please note that it is not a figure easy to achieve, as extra health regulations implemented had hindered the travelling plans of many Chinese visitors.
- Worldwide **travel restrictions** have been largely enforced, there was inevitably **no international visitors**.

### 2. THE ONLINE/VIRTUAL SHOW HELPED TO ATTRACT INTERNATIONAL VISITORS, AND WILL CONTINUE TO DO SO FOR 60 MORE DAYS

- To help the industry stay connected, we had created a **Virtual Show** to facilitate exhibitors and visitors to **meet online even after the Guangzhou Ground Show ended**.
- The Virtual Show is our first attempt to develop the show in this direction. Though there are certain areas which need to be improved, we believe both **exhibitors and visitors can benefit** from this new platform. In future we will continue to build and strengthen our show in this direction.

Finally, we wish to bring the industry a more successful show in 2021 Shanghai!

中国国际涂料展主办单位 / CHINACOAT Organizers

8-10.12.2020 • 广州 Guangzhou

## 观众/展商初步数据及分析 Preliminary Visitors/Exhibitors Statistics & Analysis

出席人员总数: 观众及参展商代表

Total Number of Attendance: Registered Visitors & Exhibitor Representatives

	中国境内观众 Domestic China Visitors	海外观众 Overseas Visitors	观众总计▲ ▲ Total Number of Visitors	参展商代表总计◇ ◇ Exhibitor Representatives	观众+参展商总计 Total Number of Visitors & Exhibitors
▲ 现场观众 GROUND SHOW VISITORS	<b>22,135</b> 32,666 [2019] 30,291 [2018]	<b>78</b> 5,342 [2019] 5,249 [2018]	<b>22,213</b> 38,008 [2019] 35,540 [2018]		<b>29,387</b> 57,429 [2019] 53,690 [2018]
◇ 参展商代表 EXHIBITOR REP.				<b>7,174</b> 19,421 [2019] 18,150 [2018]	

以上数字包括:

- ▲1. 现场登记观众
- ▲2. 网上预登记并出席的观众
- ▲3. 参展商邀请并出席的观众
- ◇4. 参展商代表出席总人数

Above figures include:

- ▲1. **Visitors Registered Onsite**
- ▲2. **Visitors Pre-Registered** before show and shown up
- ▲3. **Visitors Invited by Exhibitors** and shown up
- ◇4. **Exhibitor Representatives** shown up

备注  
Note

- 全球各国实施的旅游限制, 令海外观众数字无可避免地大幅减少。
- 「观众」及「参展商代表」数字并列, 因为:
  - 「中国国际涂料展」是涂料行业重要平台, 部份参展商同时为其他参展商的潜在买家, 展览会期间会与其他参展商洽商;
  - 部份专业观众或从参展供应商取得「参展商证件」入场参观。
- Global travel restrictions led to inevitable decrease in number of Overseas Visitors this year.
- Total Number of Visitors & Exhibitor Representatives is listed together because:
  - CHINACOAT is a business platform for the industry. Some exhibitors, by the nature of their business, are potential buyers for other exhibitors.
  - From our experience, some visitors may receive 'Exhibitor Badges' from their exhibiting suppliers to visit the exhibition.

观众参观总人次

Total Number of Visitors' Man Trips

	2020-12-08 展期第一天 DAY 1	2020-12-09 展期第二天 DAY 2	2020-12-10 展期第三天 DAY 3	总计 TOTAL
首次入场观众 *Debuting Visitors	<b>14,355</b> 27,049 [2019] 25,222 [2018]	<b>7,247</b> 10,043 [2019] 9,313 [2018]	<b>611</b> 916 [2019] 1,005 [2018]	<b>22,213</b> 38,008 [2019] 35,540 [2018]
再入场观众 *Returning Visitors	—	<b>3,783</b> 17,912 [2019] 17,551 [2018]	<b>641</b> 5,806 [2019] 4,918 [2018]	
当天参观总人次 Total Man-Trips on the Day	<b>14,355</b> 27,049 [2019] 25,222 [2018]	<b>11,030</b> 27,955 [2019] 26,864 [2018]	<b>1,252</b> 6,722 [2019] 5,923 [2018]	<b>26,637</b> 61,726 [2019] 58,009 [2018]

\*「首次入场观众」指当天首次出席观众

\*「再入场观众」指展期第一或/及二天曾进场参观、而第二、三天再入场参观观众

\*'Debuting Visitors': Total Number of Visitors Attending the Show for the First Trip.

\*'Returning Visitors': Visitors Re-Visiting the Show after the First Trip.

备注  
Note

- 超过 4,400 名观众 (3,783 + 641) 参观两天或以上。
- Over 4,400 visitors (3,783 + 641) spent more than one day to visit the show.

表内小字为「2019 年中国国际涂料展 (上海)」及「2018 年中国国际涂料展 (广州)」相关数据

Corresponding figures of CHINACOAT 2019 (Shanghai) & CHINACOAT 2018 (Guangzhou) are shown above in smaller font size.

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8-10.12.2020 • 广州 Guangzhou

## 参展商数据及分析 Exhibitor Statistics & Analysis

参展商数据

EXHIBITOR DATA

	海外地区 Overseas	香港及台湾地区 Hong Kong & Taiwan Regions	中国境内 Domestic China	总计 TOTAL
代表公司 No. of Exhibiting Companies	<b>91</b> 310 [2019] 279 [2018]	<b>16</b> 37 [2019] 39 [2018]	<b>607</b> 920 [2019] 973 [2018]	<b>714</b> 1,267 [2019] 1,291 [2018]
首次参展公司 No. of New Exhibitors	<b>8</b> 58 [2019] 55 [2018]	<b>2</b> 4 [2019] 4 [2018]	<b>145</b> 125 [2019] 265 [2018]	<b>155</b> 187 [2019] 324 [2018]
参展商代表国家/地区 Countries / Regions Represented	—	—	—	<b>21</b> 32 [2019] 31 [2018]

备注  
Note

- 21.7% (155) of the companies are New Exhibitors this year.
- 本届有 155 家首次展出的参展商，占整体参展商 21.7%。

## 展览会同期举行技术交流数据及分析

### Concurrent Technical Programmes: Statistics & Analysis

A

「线上」+「线下」专题技术讲座

Technical Seminars / Webinars

讲座类型 Session Type	场数 No. of Sessions	观众类型 Attendee Type	出席人数 No. of Attendees
现场讲座(不设线上直播) 'ON-SITE' only	<b>2</b>	现场出席人数 (约) On-Site Attendees (Approx.)	<b>801</b>
现场讲座+线上直播 'ON-SITE' + 'ONLINE'	<b>19</b>	线上出席人数 '直播'及'线上重播'(截至 2020 年 12 月 18 日) Online Attendees Including LIVE & REPLAY (Up to Dec 18, 2020)	<b>772</b>
线上讲座 ON-LINE only	<b>1</b>		
总场数 Total No. of Sessions	<b>22</b>	总人数 Total No. of Attendees	<b>1,573</b>

备注  
Note

- 为配合社交距离限制，本届「技术讲座」场地座位减少。然而现场仍有逾 800 名观众出席，平均入座率逾 90%，数字令人鼓舞。
- 今年「技术讲座」首次提供「线上」转播，让未能到现场的观众可以「直播」及「线上重播」方式观看。
- 已登记观众可于 2021 年 2 月 6 日前，随时在线上观看讲座重播。
- Over 800 visitors attended our series of Technical Seminars onsite. It was indeed a good turn-out when social distancing regulations forced seating capacity to be reduced. Attendance of each session averaged over 90%.
- Seminar is available to be viewed online (LIVE & REPLAY) for the first time for visitors who are unable to travel this year.
- Registered visitor can view REPLAY of selected sessions until Feb 6, 2021.

B

环境友好型新材料发布会 (共 9 场)

Environmental Friendly New Materials Presenting Conference (9 Sessions)

出席人数 (约) Total No. of Attendees (Approx.)	<b>450</b>
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参与各项展览会同期举行技术交流总人次 (约)  
Total No. of Visitors Attending Technical Programmes (Approx.)

**2,023**

表内小字为「2019 年中国国际涂料展 (上海)」及「2018 年中国国际涂料展 (广州)」相关数据

Corresponding figures of CHINACOAT 2019 (Shanghai) & CHINACOAT 2018 (Guangzhou) are shown above in smaller font size.

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## Virtual Show Statistics & Analysis 线上展数据及分析

线上展数据

VIRTUAL SHOW DATA

参展商 Exhibitors	总计 Total Number
广州实体展参展商 Ground Show Exhibitors	<b>714</b>
线上(虚拟)参展商 Virtual Exhibitors	<b>32</b>
国家/地区 Countries / Regions	<b>21</b>

观众 Visitors	总计 Total Number
登入人数 Visitors Log-in	<b>3,936</b>
浏览页面总数 Total Pages Viewed	<b>101,254</b>
国家/地区 Countries / Regions	<b>36</b>

「线上展」页面 (部分) Pages on chinacoatvirtual.net (selected)	浏览次数 Total Viewed
实体展参展商页面 Ground Show Exhibitor Pages	<b>12,679</b>
线上展参展商页面 Virtual Show Exhibitor Pages	<b>5,328</b>
实体展参展商平面图 Ground Show Floorplan	<b>3,316</b>
线上展参展商平面图 Virtual Show Floorplan	<b>5,617</b>
主办单位现场直播页面 Organizer Live Broadcast	<b>2,363</b>
参展商现场直播页面 Exhibitor Live Broadcast	<b>1,110</b>

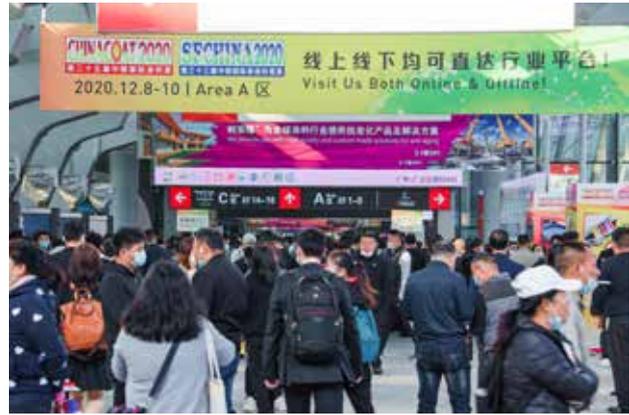
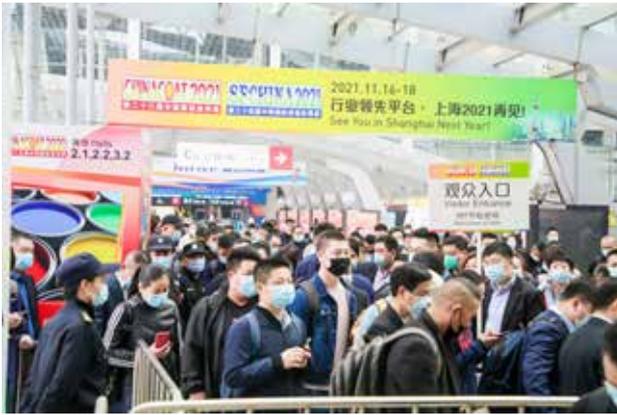
备注  
Note

- 以上观众数字截至 2020 年 12 月 18 日。
- 线上展将继续开放至 2021 年 2 月 6 日。此段时间数据将于日后公布。
- Above Visitor figures were cut off on Dec. 18, 2020.
- The Virtual Show will remain online and open for visit until Feb 6, 2021. Statistics of this post-physical show period will be available in later time.

附本届展览会实况图选。详细展览会报告将于 2021 年一月底发布。

In the following pages, you can find Snapshots from CHINACOAT2020. Detailed Post-Exhibition Report will be available in January 2021.

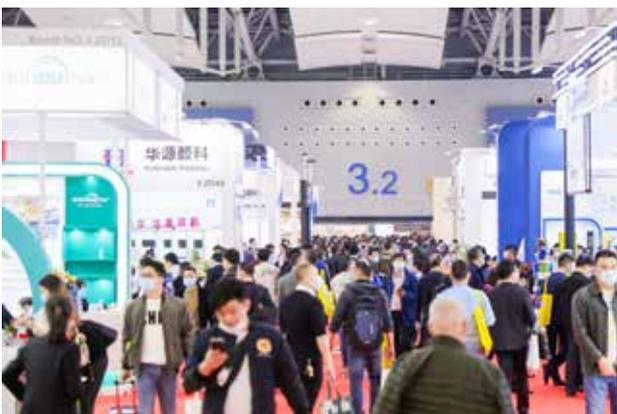
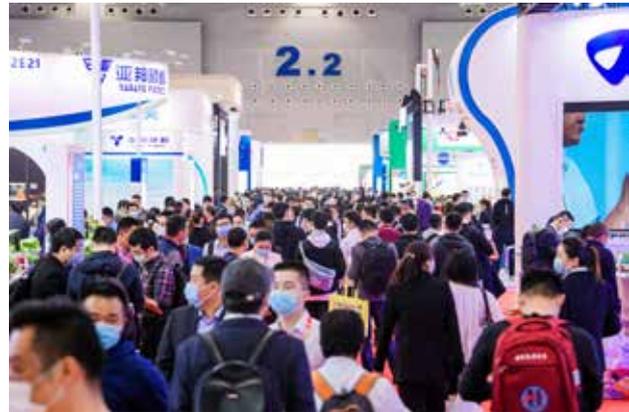
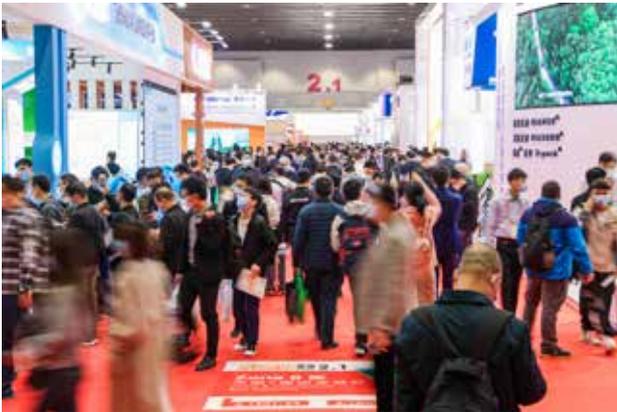
## 2020 广州展览会回顾 SNAPSHOTS FROM CHINACOAT2020 GUANGZHOU



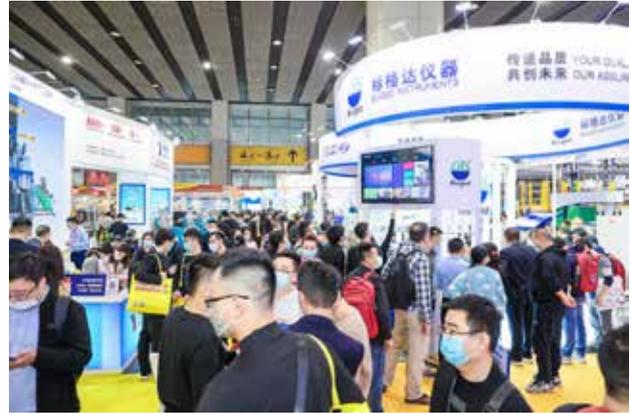
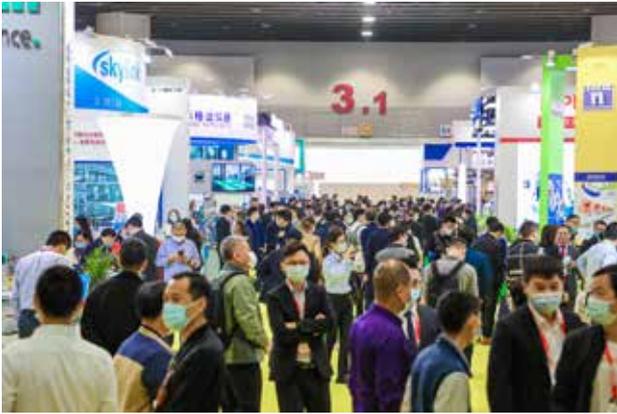
观众在展览会第一天 12 月 8 日早上排队进场。  
Visitors queued up to enter the venue on Day 1 – December 8 morning.



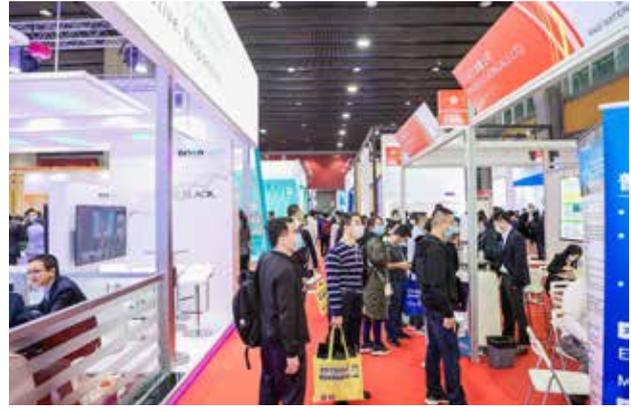
展览会今年首设观众电子入场证，观众成功登记后获取预登记二维码，携带身份证 / 护照及穗康码到现场进行核对，即可入场参观。  
Visitor Electronic Pass was introduced for the first time this year. Visitors entered exhibition halls with Electronic Pass together with their Passport/ID documents and Suikang Code (Guangzhou Health Code) for onsite verification.



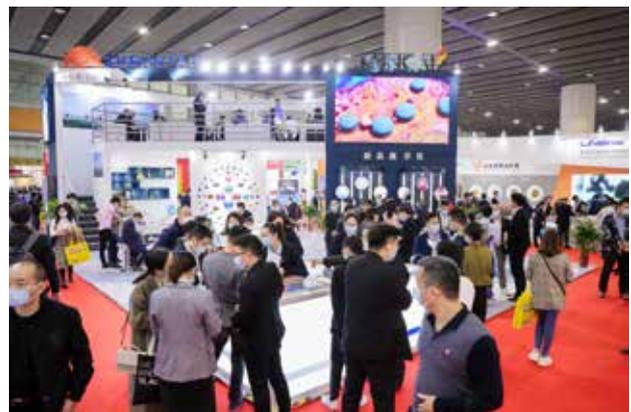
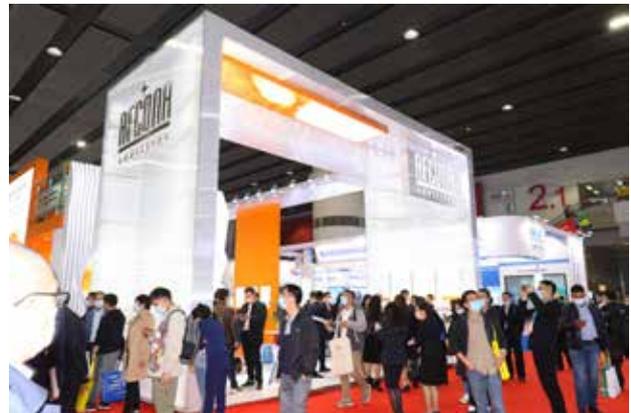
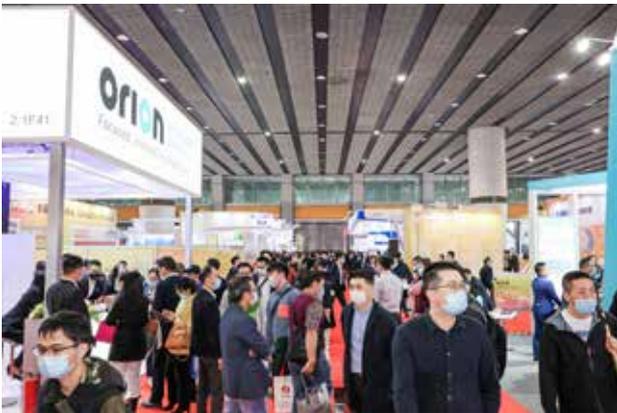
今年展览会有 714 家行业供应商参展。展馆共划分为五大展区，其中原材料参展公司超过 480 家。  
CHINACOAT2020 brought together 714 suppliers. The exhibition occupied 5 halls, comprising five exhibit zones, of which over 480 were raw material suppliers.



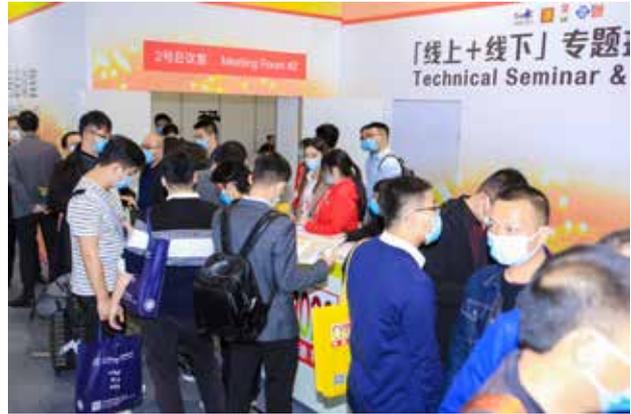
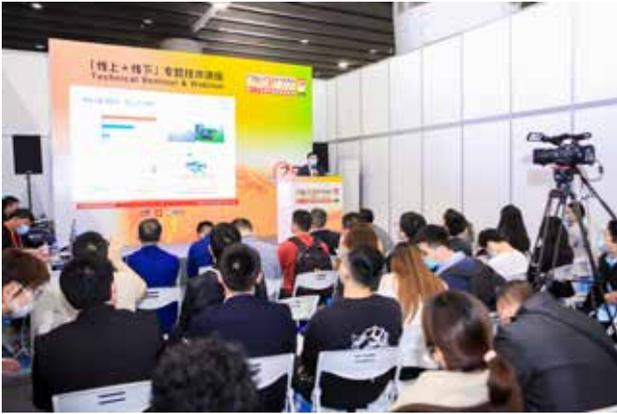
超过 230 家公司于生产设备及仪器、粉末涂料及 UV/EB 固化技术专题展区展出。  
Over 230 companies exhibited in "Production Machinery and Instrument", "Powder Coatings" and "UV/EB Technology and Products" exhibit zones.



展览会设有标准展台及尊贵标摊展台给中小型参展商选择。  
Standard and Premium Shell-Scheme exhibit zones were set up to specifically cater for small- and medium-sized exhibitors.



部分参展商参展 CHINACOAT 多年，每年也会以新颖设计布置来凸显自己的展台。  
Some exhibitors have been participating in CHINACOAT for years. Each year they set up their booths with novel design and layouts.



今年，技术讲座首次以「线上+线下」形式同步进行，未能赴广州的观众可通过线上观看直播及回播。22场「线上+线下」专题技术讲座共吸引 1,573 名观众参加。 Technical Seminars & Webinars were held in a hybrid format for the first time this year, allowing visitors to join the chosen session(s) live and also watch playback even if they were unable to travel to Guangzhou. A total of 1,573 delegates attended/joined our 22 sessions of Technical Seminars & Webinars.



由买化塑、慧正资讯主办及 CHINACOAT 支持的「环境友好型新材料发布会」，邀请供应商介绍环境友好型新材料产品，涵盖建筑、工业和木器涂料。 The "Environmental Friendly New Materials Presenting Conference" hosted by ibuychem.com & hzeyun.com and supported by CHINACOAT invited suppliers to present a series of green new material products, covering architectural, industrial and wood coatings.



展览会现场首次进行「参展商采访直播」，让观众通过参展商实时分享了解更多行业挑战、技术趋势及新应用和新产品。观众也可在稍后时间收看专访回播。 Visitors had the chance to learn more about industry challenges, technology trends as well as new applications and products from industry professionals through our newly-introduced Exhibitor Interview Live Broadcast on-site. These interview sessions are available for playback too.





虽受疫情影响，观众主动热切向参展商了解各种新技术及新产品。  
 Despite facing a difficult year from pandemic, visitors were still eager to learn about new technologies and new products from exhibitors.



本届展览会首次推出线上虚拟展览会 (www.chinacoatvirtual.net)，为未能亲临实体展览会的观众提供线上参与机会。线上虚拟版在实体展览会结束后 (12月10日) 继续运作60天至2021年2月6日。  
 A new Virtual Version (www.chinacoatvirtual.net) is launched this year to allow visitors who are unable to travel to Guangzhou to visit the Show. It will be available for 60 more days after the closing of the Ground Show (December 10, 2020) until February 6, 2021.