



NEWS

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For Immediate Press Release

The Industry Met in Guangzhou

SFCHINA2024 exhibition, held at Area A of the China Import and Export Fair Complex, Guangzhou, P.R. China from 3 to 5 December 2024, drew to a successful close. 279 exhibitors from 19 countries/regions presented innovations and technologies, sustainable solutions and setting trends over 13,100m² of exhibition space to 7,321 visitors from 31 countries/regions. The overall results confirmed the exhibition's position as the leading platform for the surface finishing industry. The following are some preliminary figures of SFCHINA2024:

- **No. of Visitors:** 7,321 from 31 countries/regions, including 7,008 Domestic China and 313 overseas visitors;
- **No. of Exhibitors:** 279 from 19 countries/regions, 104 (37.3%, New Record of show history!) of which were new exhibitors;
- **No. of Exhibitor Representatives:** 2,041;
- **No. of Attendees Participating in Onsite Technical Programmes:** 940, participating in 2 Technical Forums and 1 Technical Salon.

Visitors Impressed by Exhibitor Mix and Range of Exhibits Showcased

SFCHINA2024 received some positive responses from visitors, creating a great atmosphere for exhibitors. In addition, our concurrent technical programmes provided additional channels for learning industry trends and facilitated exchanges of knowledge. According to findings from our onsite visitor surveys, the exhibition was highly commended by majority of visitors:

- 95.5% had good impression of the exhibition;
- 94.8% agreed SFCHINA was well-organized;
- 93.2% found the products and technologies on display attractive;
- 92.5% expressed the technical level of concurrent Technical Programmes was high;
- 91.8% affirmed the exhibitor mix was comprehensive and reputable.

Exhibitors Expressed Satisfaction with Exhibition Results and Visitors' Responses

Many exhibitors gave positive verdicts that SFCHINA2024 offered them a go-to trade platform. The total number of exhibitors grew 7.3% year-on-year. Some exhibitors were convinced the exhibition helped present their technology innovations and promote peer networking. Majority of exhibitors showed satisfaction to the exhibition according to our survey results:

- 100% affirmed the exhibition was one of their important marketing activities in China and Asia;
- 100% endorsed the exhibition could strengthen brand or corporate image;
- 98.8% opined the exhibition was an effective platform for promoting new products or services;
- 97.7% agreed the exhibition could serve to develop new markets, find new customers and build relationships with prospects;
- 97.7% expressed the exhibition could help consolidate existing sales channels and customer relationships.

Concurrent Technical Programmes Attracted Strong Participation

2 Technical Forums and 1 Technical Salon were held alongside the exhibition and received enthusiastic response from visitors. The Forums welcomed 5 academic experts to share insightful information and updates on 'Electroplating Development in the Military and Chip Sectors', while 4 academic experts/engineers explained the current stage and outlook of 'Chip Electroplating Chain – Focusing on New Development in High-End Electroplating Technology'. Meanwhile, 'Future Scientist Salon for Electroplating and Coating Application Industry' was joined by 180 delegates. Playbacks of Exhibitor Onsite Interviews are available at www.sfchina.net until 31 December, 2024 for industry players to know about the latest updates and innovations online. Stay tuned for SFCHINA series of exhibition to bring similar events and presentations to the industry in the future.

A Leading Platform. Join SFCHINA2025 Shanghai

Next SFCHINA exhibition is going to be held from 25 to 27, November 2025 at Shanghai New International Expo Centre (SNIEC), P.R. China. More information is available at www.sfchina.net now. Follow us on Facebook, X, LinkedIn and YouTube, and visit our official website to receive future updates. Scan the QR Code below to view more live photos of SFCHINA2024.



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About Sinostar-ITE International Limited

Sinostar-ITE International Limited (Sinostar-ITE) is a Hong Kong-based company specialized in organizing industrial exhibitions, publishing bilingual (Chinese and English) trade magazines and offering direct marketing services to a clientele worldwide. Sinostar-ITE has been organizing the "Coatings" and "Surface Finishing" series of exhibition since 1983. From 1996 onwards, the exhibition was divided into SFCHINA and SFCHINA. Now, the two exhibitions alternate annually between the venues in Shanghai and Guangzhou, 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 SFCHINA and SFCHINA series of exhibitions.