

————— An important exhibition of the industry
International Professional Procurement Platform
for Coating Raw Materials and Equipment



International (Guangzhou) Coatings Industry Expo and Coating Raw Material Procurement Conference

July 26-28, 2021

Poly World Trade Center, Guangzhou, China

New Trend

New Thought

New Experience

45000 m²

Scale

50000 +

Visitors

700 +

Exhibitors

30 +

Professional
Conferences

10 +

Industry Activities

China Coating Alliance International Exhibition (Guangzhou) Co., Ltd.

www.coatexpo.cn



With the further promotion of One belt, one road initiative and the construction of the "Bay, Guangdong and Macao" bay area, China's manufacturing will shift from high speed growth to high quality development in the next ten years by further opening up cooperation and market. Guangdong, Hong Kong and Macao Great Bay Area is actively building and improving the industrial development pattern, increasing infrastructure investment, improving the ecological environment, upgrading the level of industrial manufacturing, and speeding up the pace of global high-end value chain. The new economic structure will further enhance the growth momentum of the coating industry. According to the "market forecast of domestic coatings industry from 2019 to 2024" issued by prospective industry research institute, the overall growth rate of domestic coatings market will maintain 7% in the next 3-5 years, and the market scale is expected to exceed 600 billion yuan in 2022. The continuous growth of downstream industries has brought huge market space to coating raw materials and equipment enterprises.

2021 International (Guangzhou) Coatings Industry Expo and Coatings Raw Material Procurement Conference will be held in Guangzhou, China on 26 to 28, July. It is organized by more than ten coatings industry organizations including Guangdong Coating Industry Association etc. There are three parts of the event, which are coatings industry expo, raw material procurement conference and coatings technology conferences and activities. Professional industry experts, guests and practitioners will be more than 3,000, with a total exhibition area of 45,000 square meters and more than 50,000 professional visitors.

The purpose of the event is to build a "global supply and demand platform for coatings raw materials trade and production technology", integrate the world's most valuable and dynamic industry resources, and open up a new marketing path and business growth pole for the coating industry.

COATINGS INDUSTRY EXHIBITION



Main Exhibition: 2021 International (Guangzhou) Coatings Industry Expo

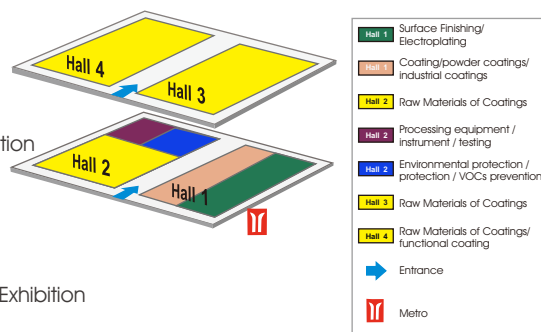
Special Exhibition:

2021 Asia-Pacific International Coating Raw Material and Producing Equipment Expo
2021 Asia-Pacific International Industrial Coatings, Powder Paint and Coatings Exhibition
2021 Asia-Pacific International UV/EB Curing Products and Technology Exhibition
2021 South China International Industrial Environmental Protection and Technology Exhibition
2021 South China International VOCs prevention and Control Technology Exhibition

Online Exhibition: Synchronous online exhibition on "拿个样" app

Concurrent Exhibition

The 14th Guangzhou (China) International Surface Finishing, Electroplating and Coating Exhibition



EXHIBITION SCOPE



Raw materials for coatings, ink, adhesive

All kinds of film forming materials (resin, emulsion, curing agent), auxiliaries, additives, solvents, plasticizers, pigments (organic / inorganic pigments, functional pigments, titanium dioxide, color paste, dyes, etc.), various fillers, ink and adhesives.

Coating production, testing and packaging equipment

Blender / mixing / grinding / dispersing / color matching / filtering equipment, all kinds of measuring and testing equipment, all kinds of packaging equipment.

UV / EB curing technology

Photoinitiators, additives, polymers, UV coatings / inks, dry films, UV light sources, high-speed electron beam equipment, curing equipment, coating equipment and testing equipment and instruments

Powder Coatings

Powder coating raw materials and additives, assistant, powder coating producing equipment and producing lines, all kinds of powder coating products.

Industrial environmental protection and plant cleaning

Industrial wastewater / waste gas / waste residue treatment, environmental protection facilities and equipment, safety production protection facilities and equipment, environmental monitoring equipment, etc

All kinds of coating products

Remote Exhibition - cloud exhibition and cloud promotion exhibition area.



CONCURRENT CONFERENCES



2021 International Coatings Raw Materials (including equipment) Selection Conference

International Coatings Raw Material Selection Conference 2021 is a unique "professional show" in China's coatings industry mainly built by the organizing committee. Representatives of more than 300 domestic and foreign advanced coating manufacturers and senior coating practitioners will be invited to participate in the conference as the procurement review. The final shortlisted enterprises will be selected and awarded the award certificate jointly recognized by the judges. And business docking will be conducted after the conference. The conference will be live broadcast by industry media and interactive. It's an opportunity that raw materials and equipment manufacturers can't miss!

- The first meeting of the 9th member congress of Guangdong Coatings Industry Association and 2021 Guangdong Coatings Industry Development Conference
- 2021 Asia-Pacific International Powder Paint and Coatings Application Summit
- 2021 Forum on formulation optimization design and application of High Performance Waterborne Coatings
- 2021 China-Europe Coatings Technical Exchange Meeting
- 2021 South China Architectural and Wood Coatings Green Innovation Conference
- 2021 China (Guangzhou) Automotive Surface Engineering and Anti-corrosion Technology Seminar

CONCURRENT ACTIVITIES



- Live studio (Cooperate with Chinese and foreign professional media for interactive/live broadcast and brand promotion)
- Coating Training Course. Industry technology professor lectures, covering a variety of coating producing and raw material innovation technology, master the new trend of coating development in the future.
- Salon activities for small scale R & D and production engineers of coatings
- Remote Exhibition - cloud exhibition, cloud promotion and cloud exhibition
- Investigation activities of coating production base in South China

AGENDA OF ACTIVITIES AND MEETINGS (PROPOSED)



July 26		July 27	
Morning	Opening ceremony and keynote speech Topic of speech (proposed) Analysis of some problems in the structural adjustment of coatings industry (Department of Industry, National Development and Reform Commission) International Market Analysis Price trend and upstream and downstream analysis of important raw materials in coatings industry 2021 Market development and industry progress of various coating additives and raw materials in 2021	All day	2021 Asia-Pacific International Powder Paint and Coatings Application Summit 2021 China (Guangzhou) Automotive Surface Engineering and Anti-corrosion Technology Seminar
		Morning	2021 International Coatings Raw Material Selection Conference - Additive, Agent 2021 International Coatings Raw Material Selection Conference - Pigments and Fillers 2021 Forum on formulation optimization design and application of High Performance Waterborne Coatings 2021 China-Europe Coatings Technical Exchange Meeting
	2021 International Coatings Raw Material Selection Conference-Resin New Products and Technologies Promotion Coatings Training Course	Afternoon	2021 International Coatings Raw Material Selection Conference - Equipment 2021 South China Architectural and Wood Coatings Green Innovation Conference New Products and Technologies Promotion
Evening	Salon activities for R & D and production engineers of coatings		
July 28			
Morning	Investigation activities of coating production base in South China		



MARKETING PROMOTION AND INVITATION OF PROFESSIONAL PURCHASERS



1. More than 100 professional media at home and abroad (more than 40 overseas professional media)
2. Supported or cosponsored by nearly 30 global industry organizations
3. Participated in more than 30 offline industry activities and conferences in China
4. Exhibition will be updated from the media platform in real time. (official website, WeChat official account, WeChat applet)
5. More than 50 coatings industry wechat group interactive publicity
6. Press conference before exhibition and promotion in national key coating industry base
7. One on one invitation reception for important coating manufacturers
8. Full coverage of public media in South China before the exhibition



More than 3000 standardized coatings manufacturers are attracted to visit and purchase every year (ranking in no particular order)



BENEFITS

ICIE

1

45000m²

45000m² exhibition space gathers more than 700 exhibitors to display innovative technology and innovation from the field of coatings new technology, innovative equipment, innovative service, etc.

2

200+

More than 200 industry authoritative experts and technical personnel, the integration of the whole industry chain of production, learning, research and innovation technology.

3

3000+

Efficient cooperation among 3000 coating manufacturers and leading users in application industry and raw material suppliers at home and abroad discussion, case sharing.

4

50+

More than 50 speakers, senior experts from leading enterprises, research institutions and well-known universities at home and abroad.

5

20+

More than 20 professional technical speech, brainstorming, massive case analysis and vivid on-site technical demonstration.

6

3 days

More than 10 high-end social activities in coating industry in 3 days.

5

3 days

More than 10 high-end social activities in coating industry in 3 days.

EXHIBITION FEE

ICIE

Standard Booth: CNY13800/Booth

Foreign Enterprise: USD2500/Booth

Standard Booth: 3m×3m

Facilities for standard booth: three wallboards (two wallboards in the corner), Chinese and English fascia (name-board), a table, two chairs, carpeted floor, two exhibition lights and a paper basket.

Bare Ground: minimum 36sqm, CNY1500/sqm

Foreign Enterprise: USD260/sqm

No facilities for bare ground, exhibitors need to decorate by themselves.

Please contact the exhibition organizing committee if there are any inquiries about exhibition sponsor, exhibition catalogue, on-site advertisement etc.

MEDIA PARTNERS

ICIE



HOST

Guangdong Coating Industry Association

China Coating Alliance International Exhibition (Guangzhou) Co.,Ltd.

FOREIGN PARTNERS

USA Powder Coating Institute

Taiwan Synthetic Resin & Adhesives Industrial Association

Taiwan Paint Industry Association

Chemical Business Association (CBA)

Indian Small Scale Paint Association (ISSPA)

Thai Paint Manufacturers Association (TPMA)

Korea Paint & Printing Ink Industry Cooperative (KPIC)

JOINT ORGANIZERS

Guangdong Home Appliance Industry Association

National Quality Supervision and Testing Center for Coating Products

China Water Paint Industry Alliance

China Petroleum and Chemical Industry Federation

China Building Materials Circulation Association Coating Committee

Hunan Coating Industrial Association

Hubei Coating Industrial Association

Henan Coating Industry Association

Shaanxi Coatings Industry Association

Guangzhou Chemical Exchange Center

ORGANIZERS

Wise Exhibition (Guangdong) Co.,Ltd.

China Coating Alliance International Exhibition (Guangzhou) Co.,Ltd.

Paint&Coatings Industry

ONLINE EXHIBITION

Synchronous online exhibition on “拿个样” app



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