



第九届广州国际 表面处理 电镀 涂装展览会

The 9th Guangzhou International Surface Finishing, Electroplating and Coating Exhibition



2011年5月11日-13日
广州国际会议展览中心(琶洲)

May 11 - 13, 2011
Guangzhou International Convention
and Exhibition Center(Pazhou)

两年一届 行业盛会

Biennial Industry Event



展会概况 Exhibition General

展出面积：15000 平方米

参展企业：300 家

专业观众及采购商：18000

SF EXPO 2011 将以“全面提升表面处理业水平”为己任，在与中国表面工程协会电镀分会、广东电镀协会、广东省涂料行业协会合作的基础上，将和美国粉末涂料涂装协会（PCI）、瑞士金属表面精饰杂志社（MFN）达成深度合作，使全球资源与展会广阔前景充分结合，并继续加强与已合作的台湾区表面处理业同业公会、韩国镀金工业协同组合、日本全国镀金工业联合会、英国表面处理研究所、新加坡表面处理协会等的深入合作，为广大展商与专业观众提供一个集商贸合作、技术交流、信息共享的高端平台，实现展会的国际化、品牌化。

Show Area: 15,000 sq.m

Exhibitors: 300

Visitors & Purchasers: 18,000

With the aim to provide exhibitors and visitors with a perfect platform for business cooperation, technology exchange and information share, meanwhile to achieve the internationalization and brandilization of the event, SF EXPO 2011 will be committed to completely improving the surface finishing industry through strengthening the cooperation with Powder Coating Institute and Metal Finishing News based on the cooperation with the Electroplating Branch of China Surface Finishing Engineering Association, Guangdong Electroplating Association and Guangdong Coating Industry Association, consolidating the cooperation with previous partners such as Taiwan Surface Finishing Association, Korea Plating Industry Cooperative, Japan Federation of Electro Plating Industry Association, Institute of Metal Finishing, Singapore Surface Finishing Society, etc.

SF EXPO 2009 于 5 月 18 至 20 日在广州成功举办。中国表面工程协会电镀分会第十届全国电镀与精饰学术年会、中日韩三国电镀业交流会、第二届功能性涂层开发与应用高峰论坛等活动在同期盛大举行。

经过两年筹划，SF EXPO 共吸引来自全球十多个国家的 209 家参展商共同演绎了这一表面处理行业盛会。业内优秀公司如德国安美特公司、瑞士金马公司、俄罗斯诺里尔斯克镍业公司、瑞期公司、吉和昌公司、科伟达公司、环裕公司、奥通公司等均以大面积展台展出；韩国、台湾协会首次组织展团参展；日本、新加坡等协会亦组织强大的采购团参观采购。展会共吸引了专业观众 11479 人次，是历届表面处理展中规模最大、展商最多、效果最好的一次行业盛会。

SF EXPO 2009 was held on May 18-20 in Guangzhou successfully, companying with following concurrent activities: the 10th National Conference on Finishing & Plating, organized by the Electroplating Branch of China Surface Finishing Engineering Association; Exchange of China, Japan and Korea on Plating Industry; the 2nd Peak Forum on the Development and Application of Functional Coating.

With fully two-year preparation by organizing committee, 209 vendors in surface finishing and plating from over ten countries were attracted to showcase at SF EXPO. The renowned international companies such as Atotech, ITW/Gema, Norilsk and many domestic companies had shown with a large show area for each, while the exhibitors groups organized by associations from Korea and Taiwan had their showcase at SF EXPO for the first time. Besides, visitors groups organized by associations from Japan and Singapore had participated in this pageant. SF EXPO Chins 2009 attracted 11,479 arrivals, and there is no doubt that it is the best one in its history due to its biggest scale, most exhibitors, and most efficiency.

上届展会数据分析

SF EXPO 2009 Analysis

展商数据统计 Exhibitors Basic Data

表面处理展商：209 家 Total: 209

中国大陆：123 家 China Mainland:123

境外：52 家 Overseas:52

港澳台地区：34 家 Hong Kong,Macao & Taiwan:34

观众数据统计 Visitors Basic Data

表面处理展参观总人次：11479 Total: 11,479

中国境内参观总人次：9537 China: 9,537

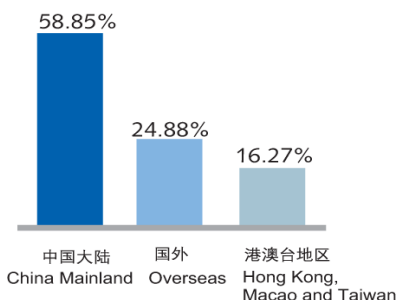
海外参观总人次：1942 Overseas: 1,942

展商数据统计分析 Exhibitors Basic Data

表面处理展商总数：209 家 Total: 209

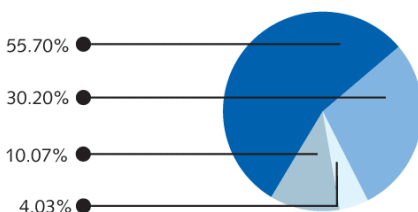
大陆展商 123 家，境外展商 52 家，港澳台展商 34 家

- 中国大陆 China Mainland 123
- 国外 Overseas 52
- 港澳台地区 Hong Kong,Macao and Taiwan 34



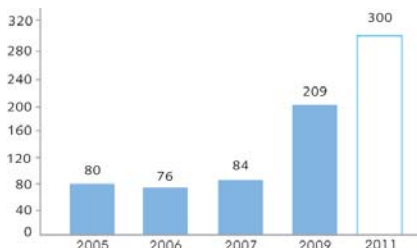
展商满意度调查 Exhibitors Satisfaction

- 非常满意 Very Satisfied 55.70%
- 满意 Satisfied 30.20%
- 一般 Average 10.07%
- 不满意 Unsatisfied 4.03%



历年展商增加 Development of SF EXPO Exhibitors

- 2005 年
- 2006 年
- 2007 年
- 2009 年
- 2011 年



商机概况 Market Profile

在 2008 年的金融危机下，中国制造业不可避免地受到了冲击，由于出口下滑，制造业企业面临着一定的经营困难。为拉动内需，刺激经济，08 年底，中国政府出台了四万亿的基建投资方案，并相继出台了“家电下乡”、“汽车下乡”等经济刺激方案，使中国经济率先在全球经济衰退中复苏，并保持良好的增长势头。

据商务部统计，“家电下乡”在全国推广以来，拉动内需效果明显。截至 2009 年 12 月 12 日，家电下乡中标生产企业累计出货量 8184 万台，发货金额达 1435.6 亿元，此政策为广大家电企业开辟了另一个宽阔的市场。另据中国汽车工业协会正式发布的汽车产销数据显示，2009 年中国汽车总销售达 1364.48 万辆，首次超越美国，成为全球第一大新车市场。

据悉，相关经济刺激政策仍将持续.....

另外，“中国东盟自贸区”谈判的完成，意味着拥有 19 亿人口、接近 6 万亿美元 GDP 的中国—东盟自由贸易区将于 2010 年如期全面建成。东盟 10 国组成的东盟自由贸易区，拥有 5 亿多人口，约 450 万平方公里的面积，而且大多数国家都是发展中国家，市场需求处于不断提升状态，潜力巨大。对于行业企业来说，这一重大利好消息传递出的是更大的商机。

China's manufacturing industry is hit by the global financial crisis inevitably and facing operation difficulties due to export drop, however, Chinese economy has recovered from the crisis firstly and keep growing due to a series of policies, including investing 4,000 billion RMB into the construction of infrastructural facilities which carried out at the end of 2008, China's Home Appliance Subsidy Program for Rural Areas, China's Car Subsidy Program for Rural Areas, etc. with the purpose of expanding domestic demand and stimulating economic growth.

According to statistics by Commerce Ministry, the policy of China's Home Appliance Subsidy Program for Rural Areas has obvious impact on stimulating domestic demand since it's launched nationwide. The accumulative total of vehicles delivered by the bid-winning manufacturers adds up to 81.84 million and delivery amount reaches RMB 143.56 billion by Dec. 12th, 2009. This policy opens up another broad market for manufacturers of home appliance. In addition, the statistics officially released by China Association of Automobile Manufacturers shows that China sold 13,644,800 vehicles in total in 2009, overtaking U.S. for the first time as the world's No.1 new Auto market.

It's said that the relevant economy stimulus will continue.

Furthermore, a large amount of business will be promoted by the establishment of ASEAN-China Free Trade Area. The completion of negotiation on ASEAN-China Free Trade Area means that ASEAN-China Free Trade Area which will create a economic region with 1.9 billion population and a regional GDP of 6,000 billion US dollars is set to be established by 2010. ASEAN has 10 country members with a population of more than 500 million, and a total area of 4.5 million square kilometers. Most countries of ASEAN are developing countries and there is a large growing market with huge business potential.

- 一、联合权威协会，策划展商推介会、客户恳谈会等推广活动；
- 二、与国内、国外行业协会，外国驻华机构合作进行展会推介；
- 三、利用相关展会进行宣传活动；
- 四、采用新闻软文报导形式对展会进行推广；
- 五、利用组委会强大的观众资料库，以直接邮寄的方式推广展会；
- 六、广告推广：

1、国外专业媒体：

Metal Finishing 金属表面精饰 (美国)

Metal Finishing China & Asia 金属表面精饰 (中国&亚洲)

Anti-Corrosion Methods and Materials (ACMM) 防腐蚀方法和材料 (英国)

Plating & Surface Finishing (P&SF) 电镀与表面处理 (美国)

Powder Coating Online (PCO) 粉末涂料涂装在线 (美国,加拿大,澳大利亚)

India Powder Coating (IPC) 印度粉末涂料与涂装 (印度) ……

2、国内专业媒体：

《慧聪商情广告》、《材料保护》、《电镀与环保》、《电镀与精饰》、
发现资源-表面处理》、《表面技术》、《电镀与涂饰》、《涂装与电镀》、
慧聪网、中国国际表面处理网、中国电镀信息网、中国表面工程信息网、
中国电镀网、中国涂装设备网等四十多家。

3、大众媒体合作：

广州日报、南方都市报、南方日报、信息时报、民营经济报、
香港大公报、深圳特区报、东莞日报等。

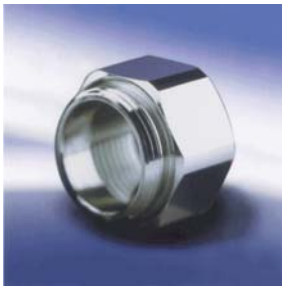
4、户外广告：在东莞、深圳等部分工业城市设置户外广告。

1. Working jointly with association partners to hold all kinds of activities like promotional conferences, customers networking, etc.
2. Cooperating with domestic industry associations, overseas trade associations, and foreign organizations in China to promote the exhibition.
3. Promoting the show at relevant exhibitions
4. Working with media by reporting the show in digital version.
5. Posting exhibition relevant materials to visitors directly according to the databases Provided by information center of the organizing committee.
6. Advertising
 - 1) Overseas Media
 - Metal Finishing* (US)
 - Metal Finishing China & Asia*
 - Metal Finishing News* (Switzerland)
 - Anti-Corrosion Methods and Materials (ACMM)* (UK)
 - Plating & Surface Finishing (P&SF)* (US)
 - Powder Coating Online (PCO)* (US, Canada & Australia)
 - India Powder Coating (IPC)* (India)
 - 2) Domestic Media (over 40 trade journals and websites)
 - 3) Mass Media
 - Guangzhou Daily, South China Daily, Hong Kong Da Gong Bao, etc.
 - 4) Out-door Ads in the Pearl River Delta cities such as Guangzhou, Shenzhen, Dongguan, etc.

展览范围 Exhibit Scope

- 1) 抛（喷）丸、喷砂、拉丝、抛光等表面处理设备及表面处理剂；
- 2) 涂装设备和辅助产品；
- 3) 工业涂料成品：汽车涂料、防腐蚀涂料、机械涂料、轻工家电涂料、木器家具涂料、海洋涂料等；
- 4) 电镀设备及辅助设备；
- 5) 电镀原材料及添加剂；
- 6) 防腐蚀材料及设备；
- 7) 热喷涂、转化膜、真空镀膜等设备及工艺；
- 8) 环保、安全及资源回收设备；清洗装备、废液处理、去除烟尘、通风和空气污染控制；
- 9) 涂装工程设计、整厂设备及各类型的品质控制和检测仪器及其它服务。

- 1) Surface finishing equipment such as shot peening, shot blasting, bench drawing, polishing and surface treatment material
- 2) Painting/Coating equipment and auxiliary products.
- 3) Industry coating products: automobile coating, anti-corrosion coating, mechanical coating, light industry and home appliance coating, wood furniture coating, ocean coating
- 4) Electroplating equipment and auxiliary equipment
- 5) Electroplating raw material and additives
- 6) Anti-corrosion material and equipment
- 7) Equipment and technology such as thermal spraying, conversion coating, vacuum evaporation coating
- 8) Environmental protection, security and resource recycle equipment; cleaning equipment, waste liquid treatment, dust removing, ventilation and air pollution control.
- 9) Coating engineering design, entire factory equipment, various types of quality control and testing instrument and Other service.



专业观众范围 Main Visitors

展会专业观众主要来自：

- 1) 表面处理、电镀、涂装加工企业的生产技术人员；
- 2) 制造业企业的研发部、生产部技术主管及技术人员；
- 3) 各涂装设计院设计人员及工程人员；表面处理行业的专家；
- 4) 各大院校表面工程研究人员等。

同时，在国外观众的邀请方面继续加大对印度、巴基斯坦、越南、马来西亚等南亚及东盟等对工业制造设备及材料有着极大需求的经济新兴体用户的邀请力度。

重点邀请观众范围：

汽车及配件、家电、通讯产品、IT、数码产品、五金、电子、灯饰、玩具、卫浴、厨具、钟表、管道、造船等

Main visitors are:

- 1) Technicians from surface finishing, electroplating and coating processing industry.
- 2) Technicians and technical directors from R&D, production departments of manufacturing companies.
- 3) Engineers and designers from coating institutes; professionals in surface finishing industry
- 4) Research experts of surface finishing engineering from colleges or universities.

In addition, visitors invitation are also extended to those from new emerging market where there are increasing demands of raw materials and equipments such as India, Pakistan, Vietnam and Malaysia.

Main sectors that visitors involved:

Automotive and components, home appliance, telecommunication products, IT, digital products, hardware, electrical and electronic appliances, lighting, toys, sanitaryware, kitchen products, watches, pipelines, shipbuilding, etc.





日程安排 Exhibition Schedule

布展时间:	2011年5月9-10日	9:00-17:00
展览时间:	2011年5月11-12日	9:30-17:00
	2011年5月13日	9:30-15:00
撤展时间:	2011年5月13日	15:00-18:00
Move-in:	May 9-10, 2011	(9:00 am-5:00 pm)
Exhibiting:	May 11-12, 2011	(9:30 am-5:00 pm)
	May 13, 2011	(9:30 am-3:00 pm)
Move-out:	May 13, 2011	(3:00 pm-6:00 pm)

参展费用及配置 Participation Fee and Facilities

参展费用 Exhibition Charge

国际标准展位: 3×3=9 m ²	International Standard Booth (3×3=9m ²)
A区: RMB12800元/展位	Hall A: RMB 12,800/booth
B区: RMB10800元/展位	Hall B: RMB10,800/booth
国际区: USD2250/个	International Zone: USD2,250/Booth
空地 36 平方米起租	Bare Ground (minimum 36m ²)
A区: RMB1380元/m ²	Hall A: RMB1,380/m ²
B区: RMB1180元/m ²	Hall B: RMB1,180/m ²
国际区: USD250/m ²	International Zone: USD250/m ²

广告费用 Advertisement Fee

封面: 19800元	封底: 18000元	封二: 11800元	封三: 9800元
扉页: 9800元	彩全版: 4800元	文字介绍: 500元	黑白版: 2800元
Cover: RMB 19,800	Back Cover: RMB 18,000		
Second Cover: RMB 11,800	Inside Back Cover: RMB 9,800		
First Page: RMB 9,800	Color, full page: RMB 4,800		
Literal Introduction: RMB 500	Black and White, full page: RMB2,800		

技术推广及各项赞助费用 Promotion Program Expense

技术推广会: 每场 3800元	Technology Promotion Conference: RMB 3,800
各类活动冠名赞助费: 50000元	Event Title Company: RMB 50,000
各类活动支持赞助费: 10000元	Event Sponsor: RMB 10,000

标准展位配置 Standard Booth Features:

- 3面壁板(转角位为两面)、中英文楣牌制作、洽谈桌1张、椅子2把、地毯满铺、日光灯管2个、废纸篓1个。
- 为参展商在会刊上刊登300字以内的中英文企业简介;
- 空地(特装)展位无以上配置,特装管理费: ¥28元/m²。
- Three wallboards, Chinese and English fascia (name-board), a table, two exhibition lighting & a paper basket, two chairs, carpeted floor.
- Free editorial entries within 300 words in the Exhibition Directory.
- For Bare Ground: editorial entries within 300 words in the Exhibition Directory for free, no facilities provided; Hall management fee : ¥28/m²

同期活动

Concurrent Events:

- 国际电镀业发展主题论坛
Forum on International Electroplating Industry Development
- 国际功能性涂层开发与应用高峰论坛
International Peak Forum on the Development and Application of Functional Coating
- 瑞士 MFN 喷丸研讨会
MFN Shot Peening Workshop

主办单位

中国表面工程协会电镀分会
美国粉末涂料涂装协会
广东电镀协会
广东省涂料行业协会
广东智展展览有限公司

Organizers:

China Surface Finishing Engineering Association Electroplating Branch
Powder Coating Institute (PCI)
Guangdong Electroplating Association
Guangdong Coating Industry Association
Wise Exhibition (Guangdong) Co.,Ltd.

境外合作机构

韩国镀金工业协同组合
日本全国镀金工业联合会
新加坡表面处理协会
台湾区表面处理工业同业公会

International Cosponsors:

Korea Plating Industry Cooperative
Japan Federation of Electro Plating Industry Association
Singapore Surface Finishing Society (SSFS)
Taiwan Surface Finishing Association

支持/协办单位 (Supporters):

国际涂层涂装工业协会	中国表面工程协会涂装分会
中国表面工程协会市场工作委员会	中国表面工程协会设备材料工作委员会
中国表面工程协会清洁生产指导工作委员会	北京电镀协会
广州市电镀协会	上海电镀行业协会
福建省表面工程行业协会	温州市电镀协会
苏州电镀协会	金华市电镀协会
西安涂装防护协会	宁波市电镀协会
天津市电镀工程学会	沈阳市表面工程协会
无锡表面工程协会	重庆市电镀行业协会
重庆表面工程技术学会	重庆涂料涂装行业协会
青岛市电镀行业协会	武汉市电镀协会
广东家电商会	贵阳电镀协会
丹东表面工程协会	辽阳表面工程协会

电子商务合作:



承办单位 (Host):

广东智展展览有限公司

Wise Exhibition (Guangdong) Co.,Ltd.

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www.sf-expo.cn www.ex360.com