

# Post Show Report of 2025 Guangzhou SF EXPO & ICIE

The 18th Guangzhou (China) International Surface Finishing,  
Electroplating and Coating Exhibition  
2025 International (Guangzhou) Coatings Industry Expo



2025.6.17-19

Guangzhou · Canton Fair Complex

Next Year Session: 2026.6.10-12

“ Adhering to Industry Development Needs and Leading Technological  
Innovation in Surface Finishing and Coating ”

Organized by:

wise 智展 ufi  
Member  
广东智展展览有限公司

# Contents

Exhibition Overview	-----3
Visitor Data	-----4
Visitor Testimonials	-----6
Purchasing Groups	-----7
Exhibitor Data	-----8
Scope of Exhibits	-----8
Exhibitors Testimonials	-----9-10
Major Exhibitors	-----11
Exhibitor Highlights	-----11
Concurrent Events	-----12
Official Promotional Platforms	-----13
Media Partners	-----13
For Exhibitors	-----14
For Overseas Visitors	-----14
Contact	-----15





## Exhibition Overview



**30,024 VISITORS**



**503 EXHIBITORS**



**30+ CONFERENCES**



**20000m<sup>2</sup> SCALE**



**35+ PURCHASING GROUPS**



**200+ COOPERATION UNITS**

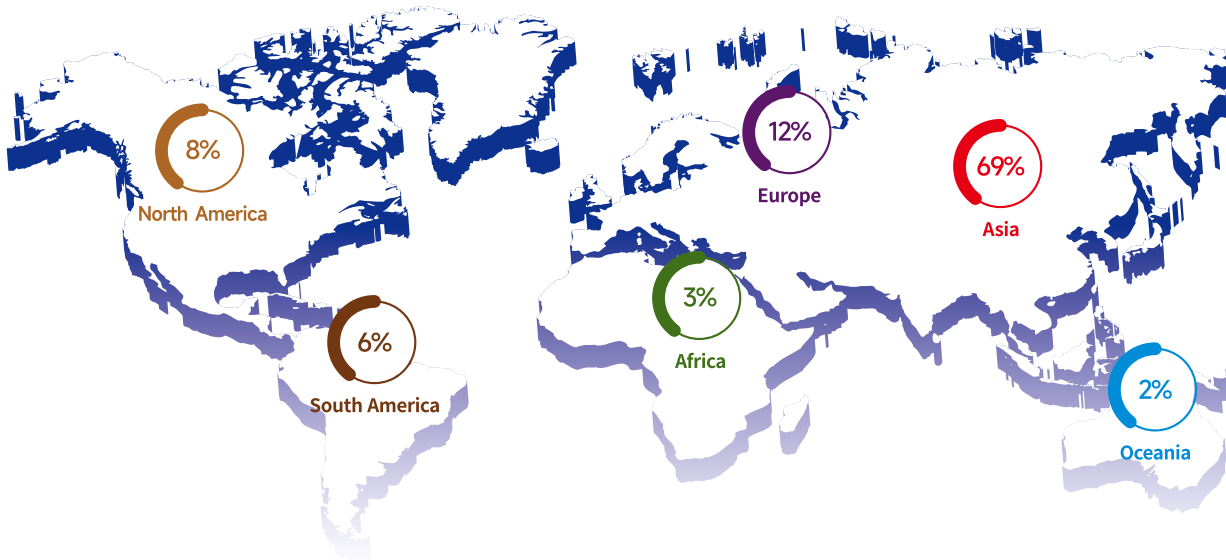


**SCAN TO CHECK OUT 2025  
GUANGZHOU SF EXPO &  
ICIE HIGHLIGHTS**

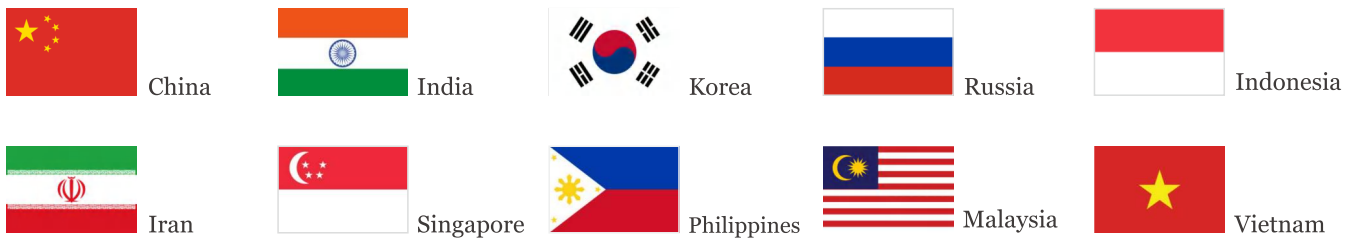


## Visitor Data

Total Visit 30,024  
Origin of Visitors



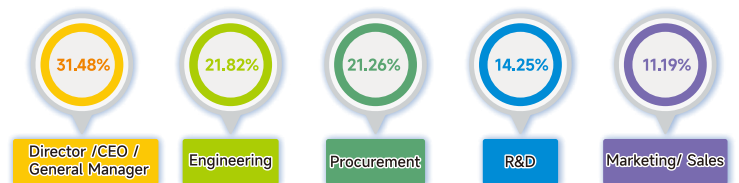
## Top 10 Countries



## Visitors by Industry

“ Surface Treatment and Processing, Coatings, Adhesives/Sealants, Inks, Raw Materials/Chemicals, Automobile Industry, Hardware, Furniture and Building Materials, New Materials, Electronics and Electrical Appliances, Sanitary Ware, Clocks and Watches, Equipment Manufacturing, Printing and Packaging, Military, Aerospace and Aviation ”

## Top Visitor Job Functions



## Purpose of Visit

- Visit and learn about the industry to prepare for future procurement.....45.47%
- Learn about and seek the latest technologies, products and market information.....24.52%
- Meet with clients/partners.....14.68%
- Look for new suppliers, partners and agents.....7.45%
- Participate in concurrent activities.....6.86%
- Others.....1.02%



## Visitor Testimonials

2025 SF EXPO & ICIE was an unforgettable experience for me. It was a highly professional exhibition, and the cutting-edge technologies products, and solutions deeply attracted me. It provided me with a good opportunity to connect with many coating raw material suppliers.

**KIM ZHIN CHANG** General Manager

SUNG KWANG SILICHEM CO, LTD.

I learned a lot during this visit of 2025 SF EXPO & ICIE, positively interacted with exhibitors. All exhibitors and participants were cooperative. Thanks to the people of china, they are wonderful, lovely and careful!

**Ibadat ur Rahman** Process Engineer

Rahman Engineering

Thanks to the organizer for the warm reception! We are very interested in pretreatment technologies, electroplating, product control, analysis and testing, industrial cleaning, and component-cleaning technologies. During these three days of the exhibition, we have seen many new products and technologies in the field of surface treatment and had in - depth exchanges with numerous on-site suppliers. There was a large flow of people at the exhibition site, and the concurrent activities were also very professional. Overall, this is a business and technology exchange event not to be missed.

**Leong Siew Fan** Assistant Engineer

Singapore EPSON Industrial Pte Ltd.

# Visitor Testimonials

Thanks for the hospitality. I was truly impressed by the wide range of electroplating equipment on display. It's not just a showcase-it's an eye-opening experience that gave us fresh ideas and helped us spot some cutting-edge solutions we're excited to bring into our next project.

**Pavel Shapochkin**  
Project Manager  
*SUPERWAVE GROUP LLC*

Our visit to the 2025 SF EXPO & ICIE exceeded all expectations! The bustling crowd and the meticulous planning of the venue layout, visitors invitation, and event scheduling demonstrated the organizer's exceptional professionalism. The exhibition showcased cutting-edge technologies and the latest trends, offering a wealth of information. We will definitely return next year!

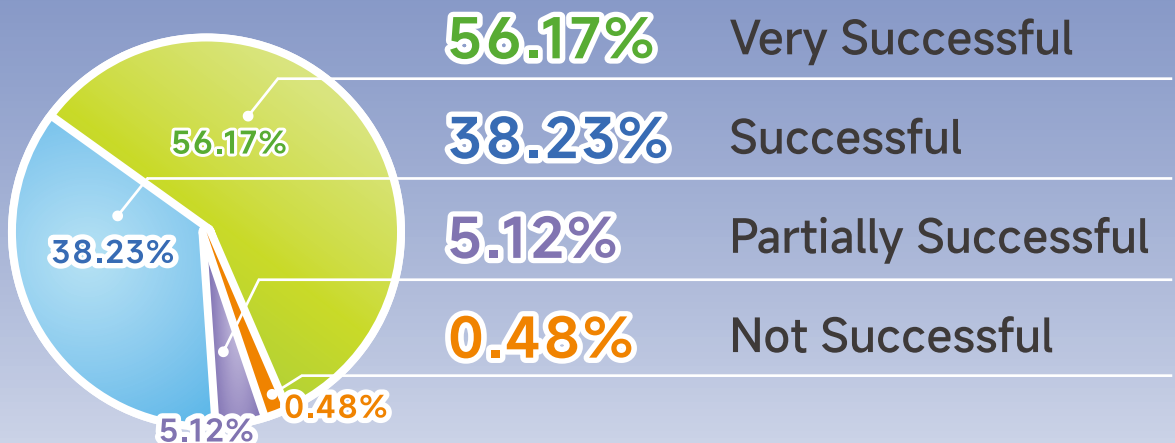
**Hu Yingming**  
Director of the Process Department  
*GREE ELECTRIC APPLIANCES, INC.OF ZHUHAI*

## Purchasing Groups



▶ **Total Exhibitors: 503**

**Do you think this exhibition was a success?**



▶ **Scope of Exhibits**

- Mechanical Surface Treatment
- Pretreatment Technology and Electroplating
- Coating Industry and Intelligent Spraying
- Product Control, Analysis, Testing, Industrial Environmental Protection and Safety
- Industrial Cleaning, Component Cleaning and Vacuum Coating
- Various Coatings and Powder Coating Products
- Raw Materials for Coatings, Inks and Adhesives
- Production and Packaging Equipment and Devices
- Measurement and Testing for Quality Inspection and R&D
- UV/EB Curing Technology and Products
- Safety, Environmental Protection and Other Services





## ▶ Exhibitors Testimonials

**Dong Fulong** Sales Manager

**Jiangxi Longhai Chemical Co., Ltd.**

Thanks to the organizers for hosting this industry grand event, which has allowed us to discuss the in-depth application of wax additives and new industry directions with coating and painting customers at home and abroad. 2025 SFEXPO & ICIE have successfully connected the upstream and downstream sectors, and we look forward to reuniting next year.



[www.lhchem.com.cn](http://www.lhchem.com.cn)

**Ye Ping** Marketing Director

**Shaanxi Zhiqiang Heavy Anti Corrosion Materials Technology Co., Ltd.**

Our nano organic titanium heavy anticorrosion technology and its application in coatings have attracted the attention of many domestic and foreign visitors. We have received dozens of foreign customers, and some have reached preliminary cooperation intentions. It is particularly worth mentioning that the 2025 SF EXPO & ICIE is professional and efficient, and supporting activities such as technical salons and professional forums have provided us with valuable communication opportunities and inspirations, achieving remarkable results.



<https://cnnewmaterial.com/>

**Hao Zhifeng** General Manager

**Hangzhou Xijing New Materials Co., Ltd.**

There has been an endless stream of customers consulting and requesting samples of our rare earth functional materials for coatings at the 2025 SF EXPO & ICIE, which has achieved our participation goals. Thanks to the organizers for their careful arrangement; we will continue to participate next year.



<https://www.xijxc.com/>

**He Yaqing** General Manager

**Tianjin Qichuang Chemical Co., Ltd.**

We have participated in the SFEXPO & ICIE many times. We are an enterprise focusing on anti-flash rust agents, anti-rust pigments and other coating additives. This year's visitors has increased significantly compared to previous years. We have met many new customers, learned about some industry demands.



<http://www.hechuangchem.com/>

**Ling Jia Tsung** Manager

**Osaka Vacuum Chemical (M) Sdn. Bhd.**

Osaka Vacuum Chemical (Malaysia) Sdn. Bhd. has been a trusted one-stop solution provider since 2010, specializing in high-quality decorative plastic components for the automotive industry. This marked our first-ever exhibition in China, and we are pleased to say it exceeded our expectations. The event was exceptionally well-organized and professional, attracting a high number of quality visitors. We are excited about the new opportunities this platform has opened for us and look forward to future collaborations!



<http://www.ovc.com.my>

**Min kim** Team Manager

**OH-SUNG TECH CO., LTD**

Established in 2003, OH-SUNG Tech produces Zinc Flake, the the 2025 SFEXPO & ICIE was large-scale and highly popular. Our exhibits received numerous inquiries. I believe it is an excellent platform to showcase surface treatment technologies and explore industry resources.



[www.osung-tech.co.kr](http://www.osung-tech.co.kr)

## ▶ Exhibitors Testimonials



**Lv Mingwei** General Manager  
**Jiangxi Longhai Chemical Co., Ltd.**  
[www.lhchem.com.cn](http://www.lhchem.com.cn)

Aobang was founded in 2002. As the first technology innovation enterprise in the industry to integrate R&D, production and sales and obtain the national-level "Specialized, Refined, Characteristic and Novel" certification, Aobang has always been committed to technological innovation to drive enterprise development. At the 2025 SFEXPO & ICIE, we launched all-round degreasing agents, acid and alkaline zinc-nickel alloys, and intermediate series products. These products are comparable to international brands in performance, have extremely high cost performance, and are widely favored in the market.



**Kong Xiangting** Manager  
**Shanghai Shanxin Chemical Technology Co., Ltd**  
<https://www.shanxinhxkj.com/>

The 2025 SFEXPO & ICIE built a platform for us to conduct in-depth exchanges with industry peers and potential customers. At this expo, we not only displayed our products and technologies, but also made many like-minded friends and partners. Thanks to the organizers for providing this platform and their careful planning.

Manager **Li Xinghua**  
**Jiangmen Botu Environmental Protection Electromechanical Technology Co., Ltd.**  
<http://www.botu.gd.cn/>



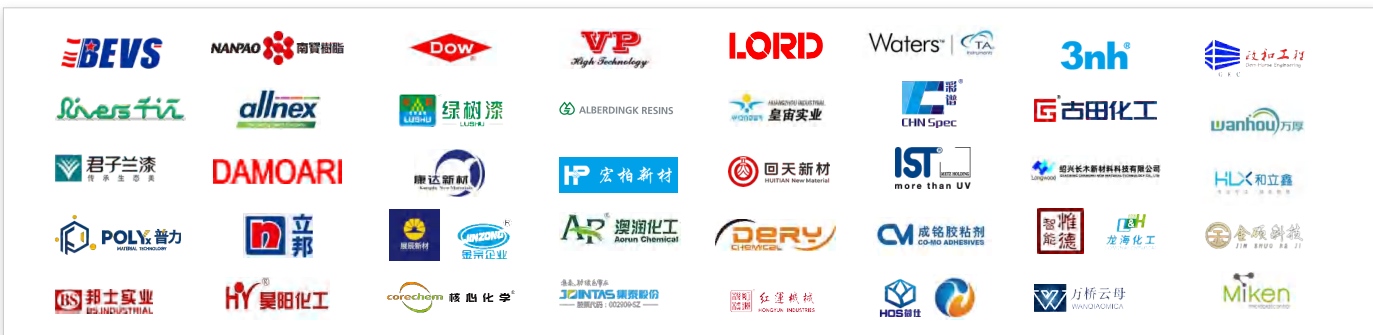
Botu is a national high-tech enterprise dedicated to the R&D, manufacturing and sales of intelligent coating equipment for surface treatment. At this exhibition, it showcased the latest products and technologies, including electrostatic powder spray guns and powder spray booths. It provides services such as coating workshop planning and process design to solve coating problems, improve production efficiency and reduce costs. We look forward to creating a better future with you! Thanks to the organizers!



**Karina Yu** Sales Consultant  
**Trasmetal S.p.A.**  
[www.trasmetal.com](http://www.trasmetal.com)

Founded in 1953, Trasmetal is a benchmark in the industrial finishing systems sector. At the 18th Guangzhou SF EXPO and ICIE, we showcased our latest innovations in Enameling, Coating Systems for Aluminium Profiles and Coating Lines for Plastic Components and Bumpers. The at the exhibition site was very enthusiastic and professional, showing great interest in our exhibits. We also established connections with many auto and home appliance visitors on site, hoping to attract more visitors from building materials and aluminum factories next year!

## ▶ Major Exhibitors



## ▶ Exhibitor Highlights



## ▶ Concurrent Events



- 2025 China (Guangzhou) Automotive Surface Engineering and Anti-Corrosion Technology Seminar
- 2025 Coatings Wolves (Technology Salon for Coatings Industry Engineers)-Guangzhou Station
- 2025 Coating Raw Material Procurement Conference
- 2025 China Surface Treatment Technology Innovation Pilot Application Case Results Release and Scientific and Technological Innovation Forum
- Guangdong Province Electroplating Industrial Chain Industry Association Exchange Meeting
- 2025 China Surface Engineering Industry High-Quality Supplier Award Ceremony
- Surface Engineering Park Operations and Environmental Protection Forum
- Green Innovation · Intelligent Manufacturing for the Future — 2025 High-Quality Development of Metal Surface Treatment Seminar
- 2025 Coating Antibacterial Technology Frontier Summit and Innovation Application Case Release Conference
- "Adhesive World" 2025 Global Conference on Innovative Adhesive Technologies

## ▶ Concurrent Exhibitions

- The 4th International (Guangzhou) Industrial Cleaning and Components Cleaning Exhibition
- Asia-Pacific International Industrial and Powder Paint & Coatings Exhibition
- Guangzhou International Adhesives and Bonding Technology Exhibition



## Official Promotional Platforms

### Chinese Homepage



SF EXPO: [sf-expo.cn](http://sf-expo.cn)

### English Homepage



SF EXPO: [sf-expo.cn/en/](http://sf-expo.cn/en/)

### WeChat Official Account



### WeChat Official Channel

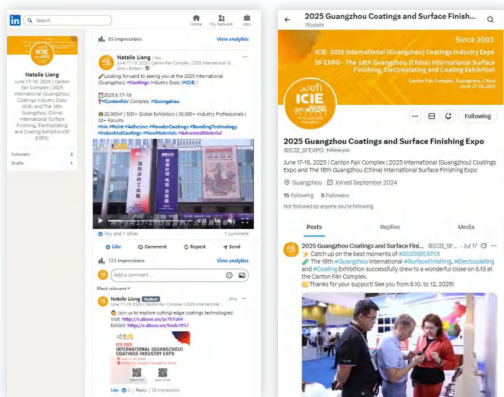


ICIE: [coatexpo.cn](http://coatexpo.cn)



ICIE: [coatexpo.cn/en](http://coatexpo.cn/en)

### Ad



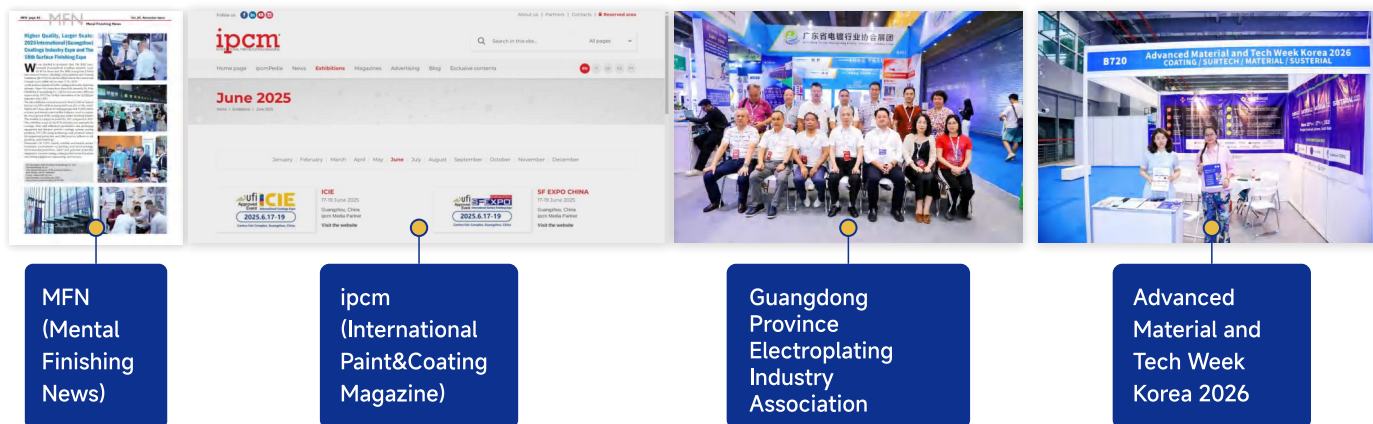
LinkedIn: Natalie Liang

ICIE\_SFEXPO



## Media Partners





MFN  
(Mental  
Finishing  
News)

ipcm  
(International  
Paint & Coating  
Magazine)

Guangdong  
Province  
Electroplating  
Industry  
Association

Advanced  
Material and  
Tech Week  
Korea 2026

## ► For Exhibitors

### Interested in Exhibiting Next Year?

Book your booth for the The 18th Guangzhou (China) International Surface Finishing, Electroplating and Coating Exhibition (2026 SF EXPO)  
2026 International (Guangzhou) Coatings Industry Expo (ICIE)

2026.6.10-12

Guangzhou Canton Fair Complex

Address: No. 382, Yuejiang Zhong Road, Guangzhou 510335, China

**Early-bird discount available for booth bookings before October 31, 2025!**

## ► Exhibitor Support

### Supporting services for overseas exhibitors:

- Basic booth configuration (including one table, two chairs, etc.)
- Multi-channel promotion both online and offline
- Company profile publication in the exhibition catalog and distribution of printed promotional materials
- Precise supply-demand matching and recommendation of suitable purchasers
- Logistics transportation, hotel booking, business translation and other consulting recommendations

## ► For Overseas Visitors

### We will provide

- Free visa invitation letters
- For groups (of 5 people or more) visiting the exhibition: free meal coupons, airport shuttle service to and from the exhibition hall, a banner displaying the group's company name, and photo-taking service for promotional use



# See You Next Year!

The 19<sup>th</sup> Guangzhou (China) International Surface Finishing,  
Electroplating and Coating Exhibition  
2026 International (Guangzhou) Coatings Industry Expo

2026.6.10-12

Guangzhou · Canton Fair Complex

## Contact

### Natalie Liang

Email: magmotor@126.com

Tel: +86 13119500535

WeChat: 13119500535 (ID: zhizhan2023)

### Mario

Email: ex360sf@126.com

Tel: +86 13138642436

WeChat: yessupermario



### Wise Exhibition (Guangdong) Co., Ltd.

Hotline: +8620-29193588; 29193589

Chinese Member of UFI (The Global Association of the Exhibition Industry)

Vice Chairman of Guangdong Fairs Organizers Association

China Top 10 Outstanding Exhibition Organizers

Address: Office 2103, Block C, Poly World Trade Center, Haizhu District, Guangzhou,  
Guangdong Province, China



X



LinkedIn



SF EXPO



ICIE