

# China Innovative Coatings Summit 2017

—Waterborne Coatings, Smart Functional Coatings  
Sep 19-20, The Westin Guangzhou

In China, the government's pushing towards environmentally friendly coatings with low VOC or zero VOC will outpace the whole coatings industry's development. According to China's National Coatings Industry Association, by 2020, 57% of China's total coating output will be eco-friendly. It is reported that the waterborne coatings market is expected to reach \$75 billion by 2020.

Rapid urbanization in China means an increased demand for paints and coatings, which especially in building & construction, wooden furniture. Guangdong is the largest coatings manufacturing province in China. During the 13th five-year plan period, the total output of Guangdong coatings is expected to rise to about 4 million tons and the total output value will be around 100 billion RMB by 2020. And high performance and environmentally friendly coatings will account for 80% of total production by 2020.

To stay ahead, companies must be quick to adopt to trends. With the multitude of products and services available, the choice is easier with expert advice and an understanding of how trends and regulations are impacting your business.

Join us in September as we return to Guangzhou for the China Innovative Coatings Summit 2017. The Summit will focus on eco-friendly and smart coatings. Our authoritative program offers an effective platform to network with famous paints and coatings players, discover the latest on emerging markets, demand trends, technological innovations and applications to meet tightening environmental regulations.

## Why You Should Attend

- 2 tracks, 20+ topics, 200+ industry elites
- Advisory committee from domestic and overseas markets
- Market overview, Industry trends, regulations and innovative technology
- Industry experts to share best practices onsite
- Strategies to create profitable products that meet consumer demands
- Expo and technical seminar
- Buyer-Supplier match making service
- Factory Tourist
- Coating industrial cluster, you can communicate with new clients

## Contact Us

Conference Manager: Mandy Shao  
021-62895533\*208  
mandyshao@ringiertrade.com

## Supporting Media

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COATINGS  
WORLD  
The Reference for the  
Global Coatings Industry

## Who Should Attend

### By Industry:

- Coating Manufacturer Agency
- Coating User
- Coatings Raw Materials Supplier
- Machinery and Equipment Manufacturer
- Coating Application Equipment Supplier
- Lab Quality/Testing Manufacturer
- Inspection and Certification Institution
- Government, associations and Academic and research institutions

### By Job Title:

- GM/VP
- Technical Director/Manager
- Scientist, R&D Expert Chemist
- Manufacturing Director Manager
- Purchasing Director Manager
- QC Director/Manager
- Lab Manager
- Marketing/Sales/Product Director/ Manager



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