



2011中国·上海涂料原材料展

ALLCOAT 2011

上海国际展览中心 (INTEX SHANGHAI)

(2011年6月15-17日)

# 新起点 大未来

New Stage  
Gateway to Success

**TOP** 上海易涂展览有限公司  
**EXPO.** Shanghai Top Expo Co., Ltd.

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





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### 中国涂料行业激流勇进，迎接挑战

中国涂料工业历经了 60 个春秋的洗礼，如今已日趋成熟并成为世界涂料生产大国。中国市场与全球市场相比，需求呈上升的趋势明显，特别是随着中国的城市化进程在加速，建筑、汽车、家具行业正迅速发展，涂料应用品的年消耗量不断增长。回首 2009 年，前三季度，涂料、颜料、合成树脂产量同比分别增长 13.8%、34.9% 和 25.5%。由数据可以看出，经过将近一年时间的调整，我国涂料行业已经走出了金融危机的阴霾，在国家政策及市场的积极带动下，涂料行业正逐渐恢复到金融危机前的发展速度。涂料行业市场逐渐繁荣。

因此，预测 2011 中国涂料市场趋势即使在全球供应过剩、世界其他地区生产商成本居高不下的情况下，中国市场仍将是涂料巨头们重点投资的区域，未来涂料工业产能将会得到不断的扩大。

另据市场分析估计，2015 年全球涂料辅助原材料（助剂、颜料、粉料等）走势强劲，特别是助剂的市场份额将有望达到 60 亿美元。涂料添加剂市值增加的同时，产品的类型也将出现新的趋势。鉴于中国政府正在不断对环保型、低 VOC 和零 VOC 释放量的产品出台严格的法律规定，因此水性或高固含聚氨酯涂料产品尤其令中国涂料行业关注，与此同时越来越多的水性涂料添加剂将获得更多的市场份额。

上海易涂展览有限公司很荣幸能成为涂料家族中的一员，我们有理由相信迈入 2011 年以后，中国涂料工业会持续稳定发展，并且在国家政策的扶持下，在全体涂料人的共同努力下，再创辉煌！

### Coating Industry in China to Meet Challenges

After a 60 years' baptism, China has been becoming a big manufacturer of coating products in the world. Comparing with the global market, we can see an obvious rising trend of China's market demanding. Especially as rapidly expanding of China's urbanization, coating products' annual consumption increases continuously due to the rapidly developing of construction, automobile and furniture industries. Looking back 2009, the output of coating, pigment and synthetic resin increased 13.8%, 34.9% and 25.5% respectively. We can see from the above-mentioned data that coating industry in China has been out of the financial crisis after a year's adjustment. The developing speed of coating industry in China is returning back to its status means before the financial crisis with supporting of the national policies and active marketing promotions. The coating industry is booming.

As a result, 2011 China market will still be the key investing area to those big coating manufacturers although facing global overcapacity, high cost of other areas of the world. The coating industry output will be continually expanded.

According to marketing estimation, the market share of global coating raw materials will keep strong developing speed, especially for coating additives/auxiliaries will exceed USD6 billion in 2015, thus will create new trend for type of coating products. With the increasingly stringent regulations which the Chinese government is placing on environmental friendly products and low or zero VOC emission activities, waterborne arid or high solid PU drawn concern in China. At the same time, more and more water paint additives shall have more market share.

It's honor of Shanghai Top Expo Co., Ltd. to become a member of coating family, we have reason to believe in 2011 coating industry in China will keep sustained and steady development. A new brilliant future will come soon with supporting of the national policy and all efforts by us!





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如果你是以下行业的，那么请不要犹豫了，绝对让你不虚此行，小代价大收获！

### 展品范围：

- 涂料、油墨及粘合剂的原材料、辅材
- 设备、仪器、服务及其他

### 展品包括：

**涂料、油墨及粘合剂的原材料、辅材：**天然树脂、合成树脂、溶剂、颜料、填料、填充剂、助剂（包括增稠剂、表面活性剂、颜料分散剂、乳化剂、交联剂、消泡剂/防泡剂、防结皮剂、流平剂、杀菌剂、催干剂、稳定剂、蜡类等）

**生产及包装设备：**调色系统、混料器/搅拌机、连续式混料器、间歇式混料器、实验室混料器、高速分散机、挤压机/挤出机/捏合机、研磨机及其配件、过滤器、泵、计量仪/称重装置、分料及装料系统、包装机、贴标签机、研磨及分散介质、整厂设备及工程设计服务等

**测试仪器：**物理性测试仪器、化学性测试仪器、光学测试仪器、颜色测试仪器、流变性测试仪器、稳定性测试仪器等

**安全及环保设备和其它服务：**工程和技术顾问服务、容器清洗设备、环保及安全设备、废水处理设备、溶剂回收、刊物/传媒、电子商贸等

各种涂料、油墨及粘合剂产品。

If you are engaged in the below-mentioned business, then don't hesitate, you will win more but save more.

### Exhibit Scopes:

The exhibition fairground will be divided into 2 exhibit zones:

- Raw Materials & Auxiliary Materials
- Equipments & Facilities, Services & Others

### The exhibits scope will cover the followings:

#### Raw Materials & Auxiliary Materials:

Resins, Synthetic Resins, Pigments, Solvents, Extenders, Fillers, Additives (including Thickeners, Surfactants, Dispersants, Emulsifiers, Cross linking Agents, Anti-foaming Agents, Anti-Skinning Agents, Leveling Agents, Biocides, Driers, Stabilizers, Waxes, etc.)

#### Manufacturing & Packaging Machinery:

Tinting System, Mixers, Continuous Mixers, Intermittent Mixers, Laboratory Mixers, Dissolvers, Extruders, Mills & Accessories, Filters, Pumps, Metering Devices, Dispensers & Filling Systems, Packaging, Labeling Machines, Grinding and Polishing Media, etc.

#### Instruments:

For testing Mechanical Properties, Chemical Properties, Optical Properties, Color Properties, Rheology, Stability, etc.

#### Safety & Environmental Equipment & Other Services:

Engineering & Consulting Services, Container Washing Equipment, Environmental Conservative & Safety Equipment, Effluent Treatment, Solvent Recycling, Publications, Internet & E-Commerce, etc.

#### Coatings, Printing Inks & Adhesives Products



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### 为什么选择易涂？选择 ALLCOAT？易涂展览给你理由！

畅响低碳，我最环保，构建全新多元化的专业性与人性化的涂料原材料展：

- 1) 行业内多家知名杂志、网站刊登广告，合理规划展览会不同时期的推广重点；
- 2) 突破传统理念，提前征询参展商对观众的要求，然后有针对性地邀约以保证观众的高度专业质量；
- 3) 展览会期间组织国内外买家企业参与贸易洽谈会；
- 4) 参展商可通过租赁扫描枪对现场专业观众的把控，并在会后获得数据；
- 5) 买家配对 - 专业观众可提前通过展会网站与参展企业预约会面（具体操作详情将通过展览会网站 [www.all-coat.com](http://www.all-coat.com) 即时公布）；
- 6) 现场新闻中心，以便参展商可以发布及时新闻供各媒体选择发布；
- 7) 参展商在线手册，通过网络服务实现无纸化低碳办公，参展商可以自己登录随时更新资料（具体操作详情将通过展览会网站 [www.all-coat.com](http://www.all-coat.com) 即时公布）；
- 8) 完善现场基础配套设施服务，例如餐饮服务；
- 9) 举办多场活动加强企业与客户直接的互动，例如参展商新产品发布会，涂鸦小课堂，贸易洽谈会，抽奖活动等；
- 10) 现场提供休息区供客户和展商交流；
- 11) 参展商及贵宾观众答谢晚宴。

### 其他特殊优势：

- 1) 价格合理且灵活 > 体验物超所值的感觉；
- 2) 服务亲切、专业且引进新技术 > 充分利用互联网的优势完成各类参展手续，省时省力又便捷迅速，提倡无纸化办公体现低碳环保；
- 3) 全新参展模式体验 > 人手不够？周转问题？无需担心，主办单位替你参展；
- 4) “独易无二”吉祥物 > 主办单位会根据参展商的参展面积，报名时间，付款状态，资料递交，VIP 观众推荐，现场报道，现场搭建，现场广告，场刊广告，下届展览会预定情况，撤馆表现等综合因素进行评估，最后独占鳌头者可以推荐该司一款产品或者公司本身形象给主办单位，主办单位将聘请专家为其量身打造一款卡通形象作为下届展览会的吉祥物。（详情会在主办单位公司网站公布，并欢迎垂询主办单位工作人员。）

易涂展览将竭尽所能为供需双方提供更便捷、更有效、更节能的交流平台，并且紧跟时代发展的脚步，顺应潮流并结合网络新技术进一步为参展商和观众提供独一无二的桥梁！

### Why Choose Top Expo? Choose ALLCOAT? Reasons Followed:

Advocate low-carbon to enhance environment protection, we are organizing a brand new exhibition for raw materials for coating products by combining multiple functions of professionalization and hommization.

- 1) Place advertisement in industry trade magazines and on industry websites, to reasonably plan different marketing promotion activities at different stages of the show;
- 2) To break the traditional concept, and ask the exhibitors' requests on visitors in advance, then to organize professional visitors pertinently to ensure high quality of visitors;
- 3) To organize overseas and domestic buyers to attend sales conference and visit the show;
- 4) The exhibitors can better control and record professional visitors who visited their booth by renting a scanner during the show, and the relative data will be sent to the captioned exhibitor after the show;





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- 5) Match making--Pre-registered visitors can make appointment with interested exhibitors through online match making system (Detailed procedures will be announced later on show website: [www.all-coat.com](http://www.all-coat.com));
- 6) Onsite Press Center. The Organizer will invite various media journalists to be onsite, and the exhibitors can release updated news regarding company or products for pressing;
- 7) Exhibitor Online Manual, low-carbon correspondence via online service. The exhibitor can login to update exhibitor's information at any time to avoid too many paper works(Detailed procedures will be announced later on show website: [www.all-coat.com](http://www.all-coat.com));
- 8) Improve onsite services, including food and beverages, etc.;
- 9) To organize onsite activities to improve interactive activities between exhibitors and visitors, such as Exhibitor New Product Corner, Doodle Workshop, Sales Conference, Lucky Draw etc.;
- 10) To arrange resting area for exhibitors and visitors' onsite communication and discussion;
- 11) Exhibitors & VIP Visitors' Appreciation Dinner.

### Other Special Advantages:

- 1) Reasonable and flexible price >Win more than cost.
- 2) Friendly, professional service with updated technology >Take full advantage of internet to simplify the participation procedure; save time, cost and be more convenient; have chance to obtain the data of visitors who visited your booth.
- 3) New participation method > Don't worry if you are running short of personnel or cash flow, the organizer can exhibit instead of you.
- 4) 'Unique' Show Mascot > According to exhibitors' booth area, time of participation, payment status, information submission, VIP visitors' inviting, onsite registration & construction, onsite & show directory advertisement order, dismantling behavior, booth reservation for next show, only one exhibitor will be selected after evaluation based on the above-mentioned items. The Organizer will produce a show mascot for next show in Shanghai which will be a souvenir to visitors/exhibitors, the appearance of the mascot will base on the selected exhibitor's company or product image. All design will be done by famous designer invited by the Organizer. (Detailed information will be announced later on Organizer's website, you also can call to the Organizer for further information.)

Shanghai Top Expo Co., Ltd. will try best to offer a platform which is more convenient, more effective and more energy-efficient to both supplier and user. And a unique bridge will be built between exhibitors and visitors by tightly using advanced network technology.



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### 四大优惠政策：

#### 一：按报名参展时间给予不同优惠

- 1) 在2011年2月28日前递交参展申请并按时支付定金的，可享受参展费总价的95折优惠，优惠金额在参展费余款中扣除；
- 2) 在2010年12月31日前递交参展申请并按时支付定金的，可享受参展费总价的9折优惠，优惠金额在参展费余款中扣除；
- 3) 在2010年10月31日前递交参展申请并按时支付定金的，可享受参展费总价的85折优惠，优惠金额在参展费余款中扣除。

#### 二：2011年展览会特殊优惠政策

如果参展商公司注册时间在2010年度内并按时支付定金的，可享受参展费总价的95折优惠，优惠金额在参展费余款中扣除。

#### 三：特大优惠政策

以上各项优惠政策可以同时享受！把握机遇，共创未来！

#### 四：承诺给2012届展会的优惠政策之一（按2011报名参展面积给予不同优惠）

- 1) 2011届参展面积60平方米到100平方米并按时支付定金的，可享受2012届参展费总价的95折优惠，优惠金额在参展费余款中扣除；
- 2) 2011届参展面积100平方米以上到200平方米并按时支付定金的，可享受2012届参展费总价的9折优惠，优惠金额在参展费余款中扣除；
- 3) 2011届参展面积达200平方米以上并按时支付定金的，可享受2012届参展费总价的85折优惠，优惠金额在参展费余款中扣除。

### Preferential policies to exhibitors (Four parts in total):

#### Part I Time of Application

- 1) 5% discount of the total participation fee when if you: confirmed participation on or before February 28, 2011 and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.
- 2) 10% discount of the total participation fee when if you: confirmed participation on or before December 31, 2010 and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.
- 3) 15% discount of the total participation fee when if you: confirmed participation on or before October 31, 2010 and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.

#### Part II Special Offer for ALLCOAT 2011 ONLY

You will get 5% discount of the total participation fee if your company is registered in year of 2010, and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.

#### Part III The Best Offer

You are entitled to enjoy all above-mentioned preferential policies if qualified! Seize the opportunity, we have one future!

#### Part IV Preferential Policies for 2012 Show (base on 2011 Booth Area)

- 1) 5% discount of the total participation fee of 2012 show when if your booth area in 2011 is between 60sqm and 100sqm and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.
- 2) 10% discount of the total participation fee of 2012 show when if your booth area in 2011 is between 100sqm and 200sqm and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.
- 3) 15% discount of the total participation fee of 2012 show when if your booth area in 2011 is more than 200sqm (incl. 200sqm) and paid deposit as stipulated, the preferential amount will only be deducted from the balance payment.



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