

## CLOSING REPORT

21 March 2019

### World's leading trade show for the coatings industry larger and more international than ever

- Increased exhibitor and visitor numbers in a larger display area
- About 30,500 trade visitors from 124 countries and 1,156 exhibitors from 46 countries gathered in Nuremberg
- Conference focused on environmental protection and functionality

The European Coatings Show set new records once again this year, underscoring its position as the leading show for the international coatings industry: about 30,500 trade visitors\* (2017: 30,198) from 124 countries (2017: 120) seized the opportunity offered by this year's event to learn about innovations in paint, coating and sealing compound manufacture from 1,156 exhibitors from 46 countries (2017: 40). The exhibition area, extending to eight halls this year, turned the Exhibition Centre Nuremberg into the central platform for coatings experts from around the world to share ideas and experiences. In addition to the trade show, the overlapping European Coatings Show Conference also proved a drawcard with an even more international presence: about 800 participants came from 54 countries to listen to the presentations by leading scientists and development experts.

Exhibitors and trade visitors travelled to Nuremberg from six continents to discuss every aspect of the process chain of paint and coatings manufacture. They had more space this year, with eight halls in total. In six of them, including Hall 9 as a new addition, exhibitors displayed raw materials used in paints, printing inks and adhesives, while two more halls were devoted to laboratory and production technology, and also testing and measurement devices.

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\* The visitor, exhibitor and floor space figures for this trade fair event are calculated and certified in accordance with the uniform definitions published by FKM – German Society for Voluntary Control of Fair and Exhibition Statistics.

### **Even larger international contingent among both exhibitors and visitors**

The 2019 European Coatings Show was thus larger, more varied, and even more international than previous events in the series. Most of the exhibitors came from Germany, followed by China, Italy, the Netherlands, USA and India. Products and services from exhibitors based in the Czech Republic and China were exhibited at the pavilions from both of these countries. The proportion of both international exhibitors and international trade visitors was even higher than last time. Visitors at this year's show represented 124 countries, including the likes of Italy, the Netherlands, the UK and Turkey, which were among the top ten in visitor statistics, and also many other countries in the Asian, North and South American, African and Australian markets.

### **European Coatings Show illustrated the sector's power of innovation**

The attractions of the trade show included the ever-popular product presentations – three stages hosting open exhibitor presentations, in which the exhibitors each had 15 minutes to give a brief talk about the development and performance of new products. The power of innovation of the sector was also illustrated at the show by a number of research institutes, universities, and many young companies. In addition to a pavilion for young and innovative companies from Germany, the new Start-up Area was very much the place for newcomers, with nine international exhibitors taking part in the European Coatings Show for the first time.

### **Industry visitors with top experience in the procurement process**

The first survey results confirm the key role the visitors play in their companies' procurement decisions: nine out of ten are involved in the decision-making process when it comes to procurements, an even higher figure than last time.

### **Conference focuses on eco-friendliness and functionality**

The European Coatings Show Conference once again brought together leading R&D experts and prominent scientists from all around the world. With about 800 delegates from 54 countries taking part, its international attendance was even greater than on the previous occasion. Participants learned about the latest research results and trends in coating development in 144 presentations grouped into 24 sessions. The most popular presentation series included “Water-borne Coatings”, “Dispersing Technology”, “Microbial Protection” and “Science today – coatings tomorrow”. Eco-friendliness and functionality are thus topics the industry continues to consider particularly important this year – which was also confirmed by the interactive survey of participants during the Conference. The use of titanium dioxide, something that has been the subject of intense discussion, was a new item on the agenda. The European Coatings Award for the best technical paper went to Dr Christopher M. Miller et al., Senior Global Research Director, Coating Resins at Arkema. In his presentation he thematised the development of a deeper understanding of the effect of latex design parameters on final coatings. The keynote speech was held by Prof. Markus Antonietti, Director at Max-Planck Institute for Colloids. He discussed a new procedure for obtaining monomers, polymers and solvents from biomass waste.

**The next European Coatings Show takes place in the Exhibition Centre Nuremberg from 23 May to 25 March 2021.**

### **The Leading Coatings Shows**

- 1-3 October 2019 ABRAFATI, São Paulo, Brazil
- 12-14 March 2020 PAINTINDIA, Mumbai, India
- 18-25 March 2020 European Coatings Show Reloaded/virtual
- 31 March-2 April 2020 American Coatings Show, Indianapolis, USA
- 23-25 March 2021 European Coatings Show, Nuremberg, Germany

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