



IPCA China Coat 2024

3rd - 5th December 2024

THE Indian Paint and Coating Association (IPCA) organized its largest-ever delegation to China Coat 2024, held at the China Import and Export Fair Complex in Guangzhou, China, from 3–5 December 2024. This landmark international exhibition showcased cutting-edge technologies, innovative products, and trends in the coatings, inks, and adhesives industries.

With over 1,300 exhibitors from 30+ countries and an expansive 91,500 square meters of exhibit space, China Coat 2024 provided an unparalleled platform for the IPCA delegation to gain global exposure and explore collaborations.

The delegation consisted of leading industry professionals, entrepreneurs, and decision-makers who explored eco-friendly solutions, automation technologies, and raw material innovations



to strengthen the Indian coatings industry.

Day 1: 2 December 2024 : The delegation arrived at Hong Kong International Airport, where seamless arrangements had been made for their transfer. A scenic ferry ride to Shenzhen Port followed, with coaches transporting the group onward to Guangzhou. Upon arrival, the delegates checked into the luxurious Hotel Asia International. The evening featured a warm welcome dinner at an Indian restaurant, giving delegates an opportunity to connect and set the tone for the days ahead.

Day 2: 3 December 2024: First Full Day at China Coat 2024. The delegation began their day with breakfast at the hotel before heading to China Coat 2024. The event opened with exhibitions covering five primary zones: raw materials, automation technologies, testing equipment, environmental protection, and specialty coatings. Delegates explored the latest developments and innovations in these fields. Packed lunches ensured uninterrupted engagement with exhibitors and seminar sessions. Delegates met key international stakeholders, discussed partnerships, and explored innovative products. After a day of productive interactions, the group returned to the hotel for dinner at another Indian restaurant, reflecting on their takeaways from the exhibition.

Day 3: 4 December 2024: Second Full Day at China Coat 2024: The delegation's second day at the exhibition focused on deeper engagement with exhibitors and attending technical seminars. The sessions covered topics such as sustainable solutions, advanced formulations, and the future of coatings technologies. Delegates participated in detailed discussions, laying the groundwork for future collaborations with international stakeholders.

Day 4: 5 December 2024: Final Day at China Coat 2024. The



delegation returned to China Coat 2024 for its concluding day. This day was focused on revisiting key exhibitors, conducting final business discussions, and attending technical seminars on industry advancements. Delegates paid particular attention to sessions on the future of eco-friendly coatings, automation in manufacturing, and breakthroughs in raw material technologies. These sessions inspired meaningful discussions about implementing these trends within India's coatings industry. A highlight of the evening was a river cruise on the scenic Pearl River. Delegates enjoyed breathtaking views of Guangzhou's illuminated skyline while networking with peers, reflecting on the trip's success, and discussing potential collaborations.



On the final morning, delegates checked out from the luxurious Hotel Asia International after enjoying a

hearty breakfast. The group was transferred to Hong Kong via ferry. Upon arrival at Hong Kong International Airport, the delegation smoothly transitioned to their flights back to India, marking the conclusion of this enriching and productive trip.

The China Coat 2024 visit in Guangzhou was a landmark experience for IPCA's largest delegation to date. Over the course of the event, delegates explored cutting-edge innovations, attended insightful seminars, and built valuable international partnerships.

The seamless organization of the itinerary ensured delegates could maximize their exposure to the latest global trends while enjoying a comfortable stay. Guangzhou's strategic role in global trade and the delegation's enthusiastic participation contributed to making the trip both memorable and impactful.

This initiative by IPCA not only enriched the professional knowledge of its members but also reinforced India's growing importance in the coatings industry. With newfound insights and strengthened networks, the delegation is well-positioned to implement innovations that will drive growth and sustainability in the Indian market.

