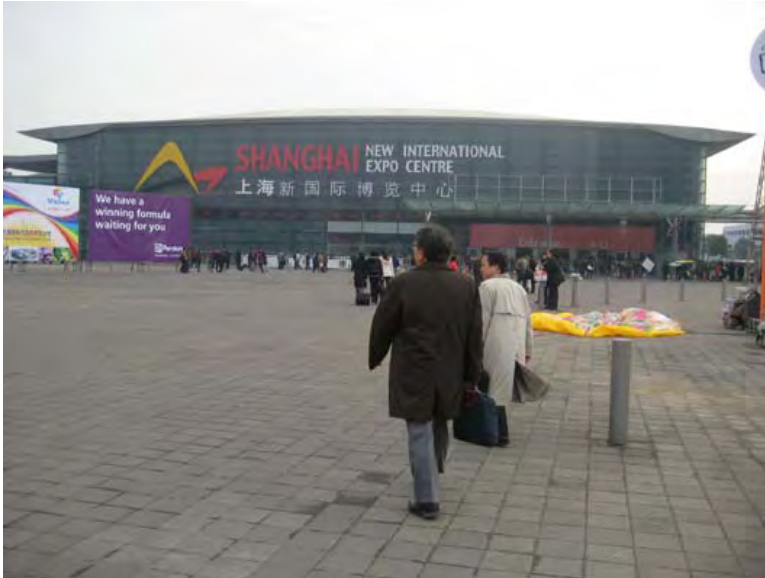


China Coat 2009

Reported by Taneo Osawa, International Division

Mr. Kagawa, General Manager of Marketing Division, and I attended **China Coat 2009**, which was held from November 18th to 20th in Shanghai. This short report describes the overall picture and the A&D Technology Trading (Shanghai) Co., Ltd (ADTS) booth.



“Show Daily” published during the show talks specifically about the position of Chinese paint and coating industry:

There is no doubt that the Chinese paint and coatings industry is the strongest growth market in the world. It is the second-largest producer of coatings worldwide, and it likely will surpass the U.S. in coatings production in the near future.

As this article tells us, in spite of very cold weather, the number of exhibitors and visitors was expected to exceed last year’s approximately 700 companies and 24,000 visitors in Guangzhou.

ADTS had a booth exhibiting the Physical Properties Testing Instrument RPT-3000W, the Viscometer SV Series, and moisture balances, along with normal balances. All of these products have quite unique features and got a lot of attention. In particular, RPT-3000W is the only testing instrument in the world that can measure the curing process of a coating sample.

Moreover, our booth had a big 42-inch display showing the testing process of RPT-3000W.

Visitors were drawn in by the display and entered our booth to hear and ask about the RPT-3000W.



In recent years, I have visited several exhibitions in Japan and overseas and have always noticed “waves” of people each day. Namely, a group of visitors come to our booth in the morning and then another group comes after lunch. However, China Coat 2009 was different, as visitors came to our booth continuously, and we could see evidence of the growing Chinese market from it.



We got about 200 leads over the 3 days of the exhibition. We are now busy following up on the leads and hope that big orders come out of them!