

## PRESS RELEASE

October 2022

### **Gulf Coatings Show makes its debut from 17–19 October 2022 at Expo Centre Sharjah, United Arab Emirates.**

Vincentz Network, one of Germany's leading trade journal publishers, and NürnbergMesse are joining forces to establish a new must-do event for the paint and coatings industry in the Middle East. From 17 to 19 October 2022, the two partners are launching the new Gulf Coatings Show and Conference in the Expo Centre Sharjah, UAE. The event is adapting for the Gulf region the successful concept of the world-leading European Coatings Show plus Adhesives, Sealants, Construction Chemicals, which takes place every two years in Nuremberg. The content-rich event will bring together international solution providers and regional decision-makers.

The premiere of the Gulf Coatings Show and Conference over three days from 17 to 19 October 2022 sees the launch of a content-rich event in hall 2 of the Expo Centre Sharjah in the UAE. It represents a response to worldwide economic and trade policy changes, new regulatory requirements, and sustainability and consumer trends in this region. The flagship European Coatings Show, the leading exhibition for the international paint and coatings industry, is expanding into the Middle East. Thirty exhibitors from seven countries, including key players like Covestro, Evonik, VMA Getzmann and Wilhelm Niemann, will network with regional experts and broadly appeal to SMEs. The new event is taking place with the significant involvement and support of the Sharjah Chamber of Commerce.

**Powered by**  
European Coatings Show

**Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
[gcs@nuernbergmesse.de](mailto:gcs@nuernbergmesse.de)  
[www.gulf-coatings-show.com](http://www.gulf-coatings-show.com)

Chairman of the Supervisory Board  
Marcus König  
Lord Mayor of the City of Nuremberg

CEOs  
Prof. Dr. Roland Fleck  
Peter Ottmann

Registration Number  
HRB 761 Nürnberg

**Global Coordinator**  
Vincentz Network GmbH & Co.KG  
Plathnerstr. 4c  
30175 Hannover  
Germany  
T +49 5 11 99 10-0 00  
[events@european-coatings.com](mailto:events@european-coatings.com)  
[www.european-coatings.com](http://www.european-coatings.com)

### **Knowledge transfer at the Gulf Coatings Show Conference**

The Gulf Coatings Show Conference on 17 and 18 October 2022 will feature high-calibre presentations on relevant topics by international speakers and keynotes on topical and pressing issues in the coatings industry. The focus will be on trends and perspectives as well as sustainability issues with special reference to the Middle East.

Entry to the conference is free for registered participants.

**For more information on the Gulf Coatings Show Conference, go to:**

[Conference Programme](#)

### **Extensive, high-calibre business programme**

Apart from the Gulf Coatings Show Conference, the business programme also includes a range of short courses, where leading experts share their knowledge on various topical coating issues, from raw materials to the actual areas of application for coatings in the Middle East.

**For more information on the short courses, go to:**

[Short Courses Brochure](#)

Another event highlight is “Business Matching”, which enables exhibitors to meet companies from the Middle East at the Gulf Coatings Show according to their preferences. Customised meeting calendars facilitate effective matchmaking.

**For all matchmaking options, go to:**

[VIP Business Matching Programme](#)

The business programme is complemented by the Future Markets Insights Report. Exclusively for the Gulf Coatings Show 2022, knowledge partner Future Market Insights Inc., a leading business consultancy, will present the market report “The State of the Middle East Coatings Industry” live on site at the Gulf Coatings Show on 17 October 2022.

**For more information, please go to:**

[www.gulf-coatings-show.com/fmimarketreport](http://www.gulf-coatings-show.com/fmimarketreport)

**Liaison for international contacts**

Mr Thimo Holst  
Director Exhibitions  
NürnbergMesse GmbH  
T +49 911 8606 8684  
M +49 0151 6155 2292  
[thimo.holst@nuernbergmesse.de](mailto:thimo.holst@nuernbergmesse.de)

Mr Moritz Schürmeyer  
Senior Event Manager  
Vincentz Network GmbH & Co. KG  
T +49 511 9910-278  
M +49 151 40260770  
[moritz.schuermeyer@vincentz.net](mailto:moritz.schuermeyer@vincentz.net)

**Liaison for Middle East contacts**

Ms Joanne Cook  
CEO  
Purple Kitchen Events  
T +971 04 2460165  
[info@purple-kitchen.com](mailto:info@purple-kitchen.com)

For more information on the Gulf Coatings Show, go to:  
[www.gulf-coatings-show.com](http://www.gulf-coatings-show.com)