

## CLOSING REPORT

November 2022

### **Gulf Coatings Show in United Arab Emirates celebrates successful premiere**

**The Gulf Coatings Show and Conference premiered at the Expo Centre Sharjah, United Arab Emirates, from 17 to 19 October 2022. The event attracted a total of 1,254 participants, who had the opportunity to learn about innovations in paint, coating, adhesive and sealant manufacture from 27 exhibitors representing nine countries. In addition to the show itself, the content-rich event proved a winner, with lectures, keynotes and an extensive business programme offering a targeted matchmaking function.**

Vincentz Network and NürnbergMesse, the organizers of the European Coatings Show, which is held in Nuremberg every second year, have created a new go-to event for the paints and coatings industry in the Middle East.

The premiere of the Gulf Coatings Show and Conference marked the launch of a content-rich, three-day event held in Hall 2 of the Expo Centre Sharjah in the United Arab Emirates. The event drew 1,254 trade visitors and conference participants (about 70% being direct decision-makers) to Sharjah to learn about international trends and innovations in the coatings industry from 27 exhibitors representing nine countries, and to establish new business contacts.

“The concept was a 100-percent success, and we are very pleased the first event in this new series went so well,” comments Thimo Holst, Director Gulf Coatings Show, NürnbergMesse GmbH. “The content of the Gulf Coatings Show is highly relevant to the coatings industry in the Middle East. We have built up a lot of momentum for the next event, and hope to see strong growth in 2023.”

**Powered by  
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### **Key topics at the Gulf Coatings Show Conference**

On 17 and 18 October 2022, 14 prominent international speakers at the Conference Forum gave presentations on the challenging themes affecting the sector: In addition to innovations in coating technologies, the programme included other topics such as digitalization, sustainability and reducing carbon emissions. This top-quality, informative event was well received by the 177 participants from 19 countries. The programme also included four short courses on coating technology, which were tailored to the needs of the coatings industry in the Middle East, and offered certification for the 62 participants.

### **Extensive business programme**

Another high point was the Business Matching Hosted Buyers Programme, which gave exhibitors and visitors at the Gulf Coatings Show specific opportunities to meet. On the first day of the show, exhibitors were given an individual schedule of conversations arranged with ideal candidates. The level of satisfaction was very high – almost all the exhibitors were able to generate new business based on the 214 meetings that were held.

**The next Gulf Coatings Show will be held in Hall 2 of the Expo Centre Sharjah, United Arab Emirates, from 9 to 11 October 2023.**

### **The Leading Coatings Shows**

- 2-3 March 2023 PAINTINDIA, Greater Noida, Delhi-NCR, India
- 28-30 March 2023 European Coatings Show, Nuremberg, Germany
- 9-11 October 2023 Gulf Coatings Show, Sharjah, United Arab Emirates
- 18-20 October 2023 Pacific Coatings Show, Jakarta, Indonesia
- 21-23 November 2023 ABRAFATI, São Paulo, Brazil
- 30 April-2 May 2024 American Coatings Show, Indianapolis, USA

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