"PaintExpo manages to bring the entire industry together in one place. The quality of the visitors and the specific inquiries make it the most important trade show for us."

Holger Weidmann
Managing Director, Krautzberger GmbH

"PaintExpo exceeded our expectations. It brings together an outstanding international community of material suppliers, equipment manufacturers, new technologies, and robotics."

Jeff Jirak
Managing Director, AkzoNobel Powder Coatings

"Our booth was consistently very well attended. We had many high-level, targeted discussions—we were particularly impressed by the high proportion of international visitors."

Michael Müller
CEO, WAGNER Group

Become an exhibitor because...

... you will meet the decision-makers in the industrial coating industry.

...you will reach qualified trade visitors from industry and manufacturing—who have concrete investment interests and significant decision-making authority.

... you will present your innovations where the industry comes together. Showcase your products and solutions at the world's leading trade fair for industrial coating technology—across the entire process chain.

... you will tap into new business opportunities. Win new customers, strengthen existing partnerships, and forge international contacts in a highly specialized market.

Become an exhibitor now!

Benefit from a strong industry platform, qualified trade visitors, and international business contacts.

Exhibit spaces starting at 289 EUR/m²
All prices exclude the AUMA fee, marketing fee, and sustainability fee.

Registration recommended by November 30, 2027

Secure your exhibition stand now!

How to Contact Us



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PaintExpo

World's Leading Trade Fair for Industrial Coating Technology

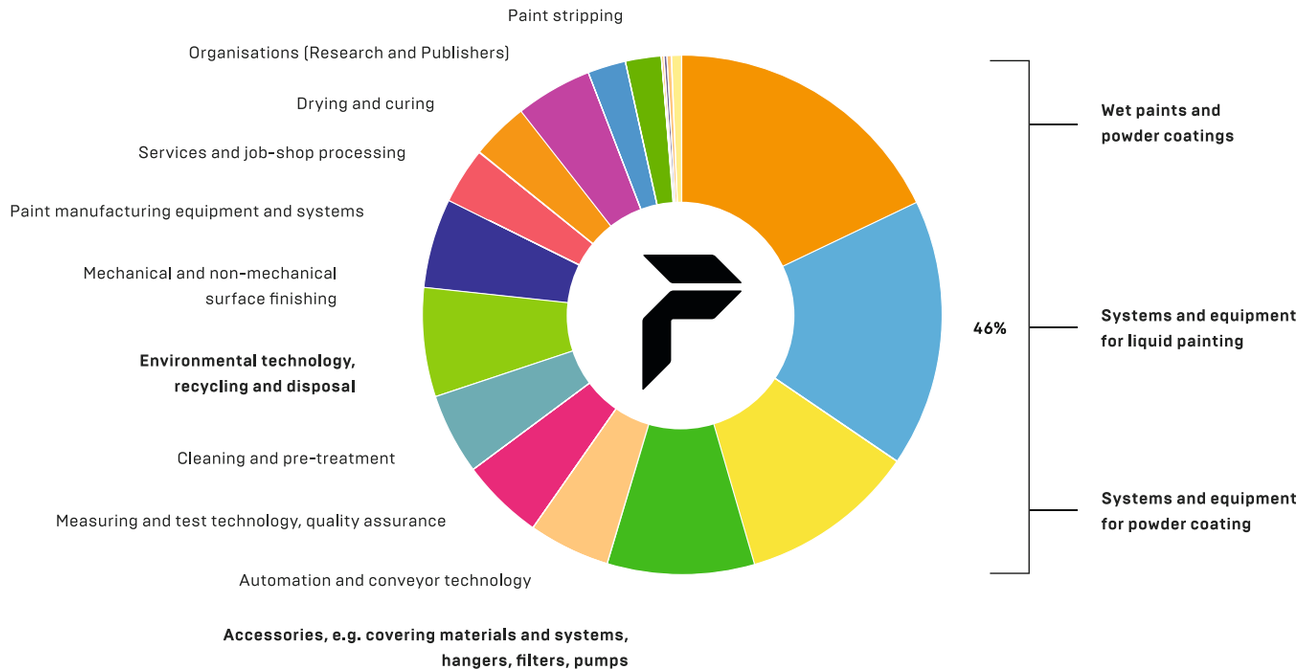
25–28 April 2028
Karlsruhe, Germany



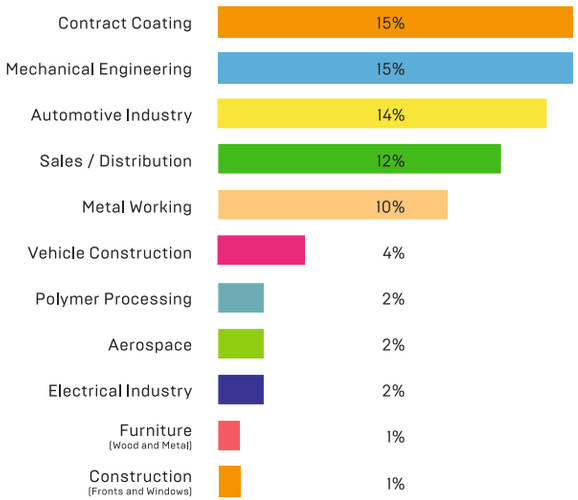
PaintExpo is the international industry gathering for industrial coating technology and is held biannually in Karlsruhe, Germany.

As a showcase for innovations and future technologies, the trade show covers the entire coating value chain —from spray guns to automated coating solutions. The trade show brings together suppliers and users from around the world.

Exhibition Areas 2026



Visitors Industries



Further 21% of visitors from other industries.

International Meeting Place for the Industrial Coating Industry

425 exhibitors from 30 countries

10.200 visitors from 68 countries

Target Audience – Role within the Company

Executive management, department and project managers, skilled workers, plant and division managers, young professionals (apprentices and students), lecturers, teachers

Selected Visiting Companies 2026

ArcelorMittal · Audi · BMW Group · BORBET · BSH Hausgeräte · CLAAS · Daimler Truck · Deutsche Bahn · DEUTZ · FORVIA HELLA · Hitachi Energy · Knorr-Bremse · KSB · Liebherr · Magna · MAN Truck & Bus · Maxion Wheels · Mercedes-Benz · Novelis · Opel Automobile · Parker Hannifin · Porsche · Robert Bosch · Ronal Group · Schaeffler · Siemens · Stadler Rail · STIHL · Volkswagen · Volvo Group · WIRTGEN · ZIEHL-ABEG

All Exhibitors and Products of PaintExpo 2026