**PaintExpo**

**World's Leading Trade Fair for Industrial Coating Technology**

**(26–29 April 2022)**

Leipzig, 5 May 2022

**PaintExpo 2022 – High Levels of Satisfaction at the World's Leading Trade Fair for Industrial Coating Technology**

**Exhibitors and visitors alike were highly satisfied with PaintExpo in Karlsruhe as it came to an end on 29 April 2022. There was excitement in the air on all four days as the trade fair finally took place again after a break of four years due to the pandemic. Promising new customer contacts, concrete project plans and signed business deals all contributed to the positive atmosphere at the world's leading trade fair for industrial coating technology. Around 430 exhibitors from 27 countries presented groundbreaking innovations and intelligent future technologies. A particular focus was placed on automation, digitalisation and improving efficiency, as well as on sustainability. As a global industry showcase, the event welcomed 9,180 trade visitors from 57 countries.**

"We are very satisfied with the huge response PaintExpo has received from both national and international exhibitors and visitors. Our exhibitors have made this event into a global showcase of industrial coating technology with their attractive stands and their innovations and services", says a pleased Markus Geisenberger, Managing Director of Leipziger Messe. Now that Leipziger Messe has taken over PaintExpo, this was a very successful kick-off edition. Geisenberger continues: "The benchmark is set for coming events. PaintExpo is very well positioned in Karlsruhe and we intend to further develop it in the long-term."

**Essential Get-Together Covering All Industrial Coating Projects**

Products and services on show at PaintExpo covered the full scope of industrial coating. The spectrum ranged from surface treatment concepts, coatings and spraying lines, powders and the relevant powder coating lines to final quality assurance. From wet coating and powder coating to coil coating, this unique global showcase for industrial coating technology brought together coating solutions for all industries, applications and materials. "This concept ensures the trade fair remains the pivotal platform for all projects involving industrial coating. „Whatever project you are working on, here, you can meet all the necessary manufacturers and service providers in one place and in a short space of time", says Ivonne Simons. The Project Director of PaintExpo emphasises: "Trade fair participants made use of precisely this opportunity. On the stands, new business partnerships were formed, partners discussed new projects and even contracts were signed."

This assessment is shared by Dr Rainer Frei. For the Managing Director of coating manufacturer Emil Frei, PaintExpo was able to seamlessly continue the successes of earlier years despite the COVID-19 break. "We have the entire spectrum of industrial coating here at one event. For us, it's the biggest leading trade fair."

Markus Sonnenstatter, CSO Industrial Solutions at Wagner plant manufacturing offers very similar feedback: "It's simply important to be at PaintExpo. Here, it is possible to successfully gain new customers while also maintaining our existing customer relationships. Visitors came to us with a colourful mix of relevant interests and concrete project enquiries. It's precisely this combination that makes PaintExpo an essential industry get-together."

**High proportion of International visitors**

Visitor quality and visitor satisfaction were also remarkable. According to a survey, the number of top decision-makers as well as professionals and managers was very high. The poll revealed that around 88 per cent of visitors have a significant influence on investment decisions in their companies. Over 90 per cent are planning to come back to the next edition of PaintExpo in two years' time.

The proportion of international visitors was also very high. One in three guests travelled to Karlsruhe from abroad. Switzerland, Italy, France, Austria and Poland were the countries with the most trade visitors alongside Germany. "It was noticeable that the trade fair is growing in international significance. For us as an international company, the visitors from many countries in Europe and from the USA who were there directly represent our target group", happily reports Nicole Mihlan, Head of Marketing at Venakob.

**High Exhibitor Satisfaction**

The questionnaire for exhibitors also returned positive results. 95 per cent of the exhibitors praised the high quality of business contacts and the professional credentials of the visitors. 94 per cent of exhibitors reported that the trade fair had been a success.

"We are glad that we decided to participate in the trade fair for the first time. The bottom line is clear for us: PaintExpo is one of the most important gatherings in the industry and a place we need to be as an exhibitor. Here, the future is discussed", concludes Tobias Laxa, Head of European Marketing at Henkel, a specialist in surface preparations.

Speaking of the future: Thomas Rippert from the plant manufacturer RIPPERT has his sights set firmly ahead. His opinion: "This has been fun. It was a pleasure to see how much the trade fair visitors enjoyed the event after the long break. Despite, or perhaps even because of the current difficult conditions, a remarkable "now-or-never" mood could be felt. For this reason, many large investment projects will be realised rather than postponed and new innovations are appreciated.

**Dates for PaintExpo 2024**

The dates for the next edition of PaintExpo in 2024 are already set. The world's leading trade fair for industrial coating technology will take place from 9 to 12 April 2024 at the usual venue in Karlsruhe.

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