

Press release

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## The Scandinavian coatings industry gathers in Copenhagen in 2017

Following its success at the Swedish Exhibition & Congress Centre in Gothenburg in 2015, Scandinavian Coating, the foremost coatings trade fair in the Nordic countries, now returns to Denmark where it was first held in 2011. On 15 and 16 March 2017, the entire industry will come together in Copenhagen's Øksnehallen to do business and make valuable contacts. Already well-established as northern Europe's leading coatings industry trade fair, Scandinavian Coating is now also growing strongly beyond the Nordic region. In 2015 the fair was proud to welcome visitors from 15 different countries.

A full five months before the opening of the fair, over 75% of stands have already been booked by suppliers who are ready and waiting to meet their customers over the course of two intensive days. The organisers have also noticed a marked increase in interest from companies from around Europe who are keen to find out more about the fair or wish to book their own stands.

- "When we launched the 2017 exhibition, we had a great deal of interest not only from Swedish and Danish companies but also internationally – and that trend has continued," says Claus Haarding, chair and trade fair manager at MAB, the Danish trade association. "If you want to do business with the Scandinavian coatings industry, Scandinavian Coating is the place to be. Another good reason to attend is that next year we will be returning to Denmark, and that attracts more exhibitors from the rest of Europe."

### A conference programme of the highest quality

In addition to the fair itself, Scandinavian Coating will also feature a high-quality conference programme with a mixture of presentations on the latest industry news and research developments. The main themes of the 2017 conference will be functional surface treatments, automation, corrosion and an introduction to coating – areas that will be of interest to coating contractors, designers, technicians and buyers as well as decision-makers.

### Probably the best Get Together in the world!

Alongside the fair we will once again be organising our very popular Get Together, an opportunity for exhibitors and visitors to mingle and socialize in relaxed surroundings away from the exhibition hall. With Copenhagen hosting the 2017 exhibition, the obvious choice of venue was the city's historic **Carlsberg** brewery.

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*Scandinavian Coating is organised by SPF, Svensk Pulverlackteknisk Förening, MAB, Maleudstys- og anlægsleverandørernes branscheforening, and NPLF, Norsk Pulverlakkteknisk Forening together with exhibition organisers BraMässor Sverige AB.*