

## The Countdown to PCHi 2017 Begins

*No Stones Left Unturned as Anniversary Event Approaches*



*In celebration of PCHi's 10<sup>th</sup> Anniversary, RSE commissioned this gold-lettered logo to commemorate the special occasion.*

**Beijing, 16 January 2017** – With only weeks to the 10<sup>th</sup> edition of the Personal Care and Homecare Ingredients (PCHi) trade show ([www.pchi-china.com/en](http://www.pchi-china.com/en)), Reed Sinopharm Exhibitions (RSE) is raring to go for PCHi 2017. Come 21 - 23 February at the Guangzhou Poly World Trade Center, more than 500 international and domestic exhibitors will showcase a wide range of personal care and homecare ingredients to an expected turnout of 20,000 visitors from all over the world.

Elynn Xu, Project Manager at RSE, shared, “In conjunction with PCHi’s 10<sup>th</sup> Anniversary, we have planned several exciting initiatives, including new show segments like the *PCHi Fountain Awards*, *Exhibitor Presentation Theatre*, and the *Invited Match & Meet Program*. To further enhance the show experience for our visitors, we have integrated new initiatives and old event favorites to create multiple opportunities for learning, procuring, and networking. We’ve invested additional resources in this edition to achieve that, and it is our goal to have our visitors leave PCHi with fresh insights for the coming year.”

### Fresh Insights at PCHi 2017

Amidst a myriad of activities to explore at PCHi 2017, RSE is integrating several learning platforms for participating visitors to gain latest insights about the industry:

#### **PCHi Exhibitor Presentation Theatre [NEW]**

This is a brand new onsite marketing platform designed for maximum exhibitor-visitor engagement. It provides companies with a unique opportunity to engage their target audience directly.

#### **PCHi Invited Match & Meet Program [NEW]**

Aimed at providing buyers and sellers with a fuss-free and dedicated platform for one-on-one interactions, the **PCHi Invited Match & Meet Program** is a value-added initiative for visitors to schedule important meetings, and allows participants to learn more about others’ expertise.

#### **PCHi 2017 Conference Programme**

A hot favorite at every edition, the **PCHi 2017 Conference Programme** has been specially structured to engage attendees as they learn about the latest industry practices and trends. At PCHi 2017, RSE will offer bilingual sessions for the first time across key conference tracks to cater to an ever-growing international audience. Aimed at bridging the language-barrier gap, RSE will introduce English translated content to enhance the overall PCHi experience for global visitors.

Conference Segment	Topic <sup>[1]</sup>
Rules and Regulations	Rules and Regulations: Asia*
	Rules and Regulations: Europe
Technologies	Baby Care* <b>[NEW]</b>
	Dermo-cosmetics <b>[NEW]</b>
	Skin Care^
	Color Cosmetics^

Conference Segment	Topic <sup>[1]</sup>
	Hair Care
	Cosmetics Formulation
	Natural Extracts, Chinese Herbs and Essential Oil* <b>[NEW]</b>
	Cosmetics Testing
Packaging	Cosmetics Packaging Design, Technologies and Trends
Market Trends	Cosmetics Market Trends*

\*English interpretation available

^Presented in Korean, Chinese interpretation available

For more information on the conference programme, visit:

<http://www.pchi-china.com/en/Conference/Booking--Costs/>

### **New Technology Sessions (NTS)**

Offering exhibitors a public platform, the **New Technology Sessions** provide participants with an opportunity to share ground-breaking technologies with show attendees. With 32 NTS timeslots at PCHI 2017, visitors can learn from and interact with leading companies in the industry including Bioland, DSM Nutritional Product Asia Pacific, and Symrise.

### **Recognizing Excellence at PCHI 2017**

To show appreciation for the bright minds behind some of the industry's most ground-breaking technologies, and to commend companies on their efforts in exhibiting at PCHI, RSE will hold two award ceremonies in Guangzhou.

#### **PCHI Fountain Awards [NEW]**

The first in PCHI history, the **PCHI Fountain Awards** aims to give recognition and spur industry folk towards the continual development of cutting-edge technologies. The esteemed panel of judges will include industry experts from Universities, Research Institutions, PCHI's Cosmetics Science & Technology Innovation Committee (CSTIC), and established domestic and foreign scientific research individuals. Winners will be announced at the 2017 Industry Night Gala held at Langham Place, Guangzhou, on 21 February 2017.

#### **PCHI 2017 Awards**

An annual tradition, the **PCHI Awards Ceremony** will take place on 23 February 2017. This year, PCHI exhibitors stand to win awards in three separate categories: *Best Booth Design*, *Best Communications*, and *Best Product Presentation*. Through this, RSE seeks to recognize exhibitors who have invested effort into designing their booths, preparing useful corporate communications, and demonstrating the benefits of their key products in a clear and concise manner.

### **Highlighted Zones at PCHI 2017**

As the first personal and homecare ingredients event of each calendar year, PCHI is instrumental in introducing relevant trends and showcasing new products to the industry. At PCHI 2017, special zones have been identified as not-to-be-missed features:

#### **PCHI Packaging, Equipment, Testing and Substrate Zone**

Recognizing the importance of the packaging, equipment, testing and substrate sectors in the development and delivery of finished products, PCHI 2017 will showcase an expanded zone - bringing the entire cosmetics and personal care supply chain under its roof. Leading exhibitors in this zone includes Guangzhou Lianmeng Machinery Equipment Co., Ltd, Korea Particle Technology, and Shanghai Chengxing M&E Co., Ltd.

#### **New Products Showcase**

PCHI's New Products Showcase will highlight a collection of top, new products from participating exhibitors. A firm favorite segment at every PCHI edition, the showcase will introduce visitors to new technologies and promote innovation in the industry.

***Fragrance@PCHI***

Returning to PCHi 2017 for the second time, the *Fragrance@PCHi* zone will present leading natural oils and fragrance products from around the world. With more than 25 exhibitors in this zone, visitors will have ample opportunities to connect with leading companies.

Xu concluded, “At PCHi 2017, there will also be an installation showcasing PCHi’s growth over the years. It will be interesting for new and returning visitors to see how far we have come - from a modest event to an internationally recognized industry platform. With 5 weeks to the 10<sup>th</sup> Anniversary, we are making every effort to ensure the show’s success, and we are confident that our efforts will bring the industry even closer.”

Visitors keen on attending PCHi 2017 should pre-register at [www.pchi-china.com/en/Visitors/Visitor-Registration/](http://www.pchi-china.com/en/Visitors/Visitor-Registration/) before 19 February 2017 for complimentary access to the show.

For more information on PCHi 2017, visit [www.pchi-china.com/en](http://www.pchi-china.com/en) or connect with PCHi on social media.

LinkedIn: <http://cn.linkedin.com/pub/personal-care-and-homecare-ingredients>

Facebook: <https://www.facebook.com/PCHiExpo>

Twitter: <https://twitter.com/PCHiChina>

Weibo: <http://www.weibo.com/pchichina>

YouTube: <https://www.youtube.com/user/PCHiExpo>