

## PCHi Kickstarts 10<sup>th</sup> Edition with New Initiatives

**Beijing, 14 June 2016** – The Personal Care and Homecare Ingredients (PCHi) trade show ([www.pchi-china.com/en](http://www.pchi-china.com/en)) is celebrating its 10<sup>th</sup> Anniversary with the return of its 2017 edition, slated to be held from 21 – 23 February 2017 at the Guangzhou Poly World Trade Center in Guangzhou, China.

“Turning 10 is a major milestone for us, and we’re humbled by the support that the industry has given us over the years,” remarked Elynn Xu, Project Manager, Reed Sinopharm Exhibitions (RSE). “For our 10<sup>th</sup> edition, we’ll be ramping up on all aspects – including show content, marketing and networking avenues, and even logistics etc. - to create a more fulfilling show for our exhibitors and visitors.”

To date, 367 exhibitors have confirmed their participation at PCHi 2017. The 10<sup>th</sup> edition is expected to be the largest event yet, welcoming up to 480 exhibitors and spanning a total floor area of 30,000 sqm. PCHi 2017 will kick off with a number of changes that are expected to receive nods of approval from current and prospective visitors. For the first time ever, pre-registration will commence ahead of previous editions and will stay open from June until the start of the event. This move is in line with the organiser’s aim to improve the overall experience for visitors. By offering a longer pre-registration period, PCHi takes the worries of missed deadlines, on-site entrance fees, and of long waiting lines off of visitors. Pre-registration opens later this month and interested visitors can register their attendance on the official event website.

In addition, PCHi now offers each exhibitor one complimentary opportunity to leverage on social media for direct engagement with visitors, starting with its WeChat platform. Apart from updates on show activities, PCHi’s WeChat feed will also include exhibiting companies’ latest news and activities, broadening the scope of updates that visitors receive.

Xu added, “We’re currently exploring different possibilities to elevate the show, while still maintaining its professional standards. We plan to roll out more activities and new content in conjunction with our 10<sup>th</sup> Anniversary celebrations. For one, PCHi will have a greater digital presence in the year ahead, as we aim to bring the show closer to our exhibitors and visitors. The industry can definitely look forward to an exciting and engaging show next year as we celebrate a decade of growth and success.”

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>

### About PCHi

The Personal Care and Homecare Ingredients (PCHi) trade show is a cosmetics & personal care ingredients sourcing event held annually in China for the domestic and overseas personal care industry. As an innovation-led event, PCHi provides cosmetics, home and personal care manufacturers, ingredients suppliers, cosmetics packaging, machinery and product testing providers from all over the world with a professional platform for ingredients sourcing, gaining insight into market trends, and networking with industry experts.

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

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