

PCHI

2012国际化妆品个人及 家居护理用品原料展览会

Personal Care and Homecare Ingredients

2012年02月27-29日

February 27-29, 2012

上海 世博主题馆

The Expo Theme Pavilion of Shanghai

www.PCHI-China.com

卓越之选 · 美丽之源

The choice for business networking
The ideal source for quality ingredients



国药励展
Reed Sinopharm
Exhibitions



通过ISO9001质量体系认证

2011年2月22日-24日，PCHi(国际化妆品、个人及家庭护理用品原料展览会)迎来了：

- 来自**34**个国家的**4765**名观众
- 来自**20**个国家的**243**家展商

From 22-24 February 2011, PCHi welcomed:

- 4765** visitors from **34** regions and countries
- 243** exhibitors from **20** countries

观众调查结果：

Key Results of Visitor Survey：

- 96.4%**的观众对PCHi2011展会的总体印象表示满意
96.4% of visitors were satisfied with PCHi 2011.
- 88.1%**的观众达到了其参观展会的目的
88.1% of visitors had met their objectives
- 98.5%**的观众表示会推荐他们的朋友、同事和行业伙伴参加PCHi2012
98.5% of visitors indicated they would recommend their peers to participation in future presentations of PCHi 2012

客户评语：

What our customers said:

AC Serendip AG (Veronica Kiefer-Jarneberg, 商业支持经理)

参加深圳PCHi对于AC Serendip来说是一个硕果累累的经历。我们的产品虽然不是完全意义上的配方原料，但是我们为配方提供流程和技术支持，提高对化妆品和个人护理产品的开发。我们在PCHi上的收获超出预想。我们参加展会的目标是让我们的产品获得认识，培育潜在客户资源。PCHi展会不仅达到了参展预想，而且现场第一天我们就吸引了大量专业观众，并现场销售出我们的一台仪器！PCHi是一个非常有效的商务交流平台，展会上可以获得新的商务资源。作为展商我们非常享受与主办方流畅的合作。PCHi展会为参展商和参观者提供优质的服务，是一个专业优秀的展览会。我们非常期待明年再次参加在上海举办的PCHi展会。

AC Serendip AG (Veronica Kiefer-Jarneberg, Commercial Support Manager)

For AC Serendip, PCHi in Shenzhen was a very positive experience. We were different from the other exhibitors as our products are not cosmetic ingredients, but rather we offer processes and technologies which improve cosmetic and personal care products. So we didn't expect to receive so much interest. Our goal was to meet a certain number of new contacts, who could be potential customers in China. We not only met that target, but our advanced technologies for dispersion were so popular that we gained a new customer onsite and sold one of our LPN machines on the first day!

PCHi is a very useful platform to gain new contacts, and we think the exhibition was well-organized. We worked well with the RSE team, which provided excellent services to both exhibitors and visitors. We look forward to returning next year in Shanghai.

欧莱雅中国(Wu Weiwei, 化妆品实验室科研人员)

公司选择合作伙伴时非常仔细，PCHi搭建了一个良好平台，这样我们可以分析研究参展商资质，以确定他们能否成为我们潜在的合作伙伴。我们还可以在此遇到现有的供应商，与他们进一步开拓现有的贸易关系。

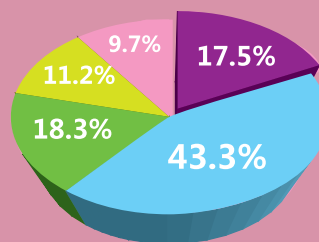
L'Oreal China (Wu Weiwei, Scientist, Make-Up Lab)

We choose our partners very carefully, and PCHi provides a good platform for us to conduct our research of the exhibitors, who could potentially be our partners. It is also a place for us to meet current suppliers and build on our existing relationships with them.

PCHi2012展位预定状况空前

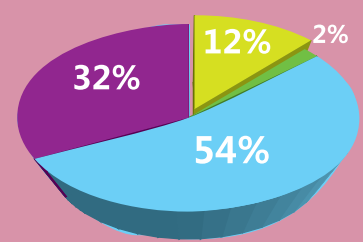
- PCHi2012 **75%**的展位已经售出
- 预定展位的企业达到**173**家，占2011年参展企业的**71%**。
- The onsite rebooking of PCHi2012 is unparalleled.**
- 75%** of booth space of PCHi2012 has been rebooked
- 173** exhibitors have rebooked, which make up **71%** of PCHi2011 exhibitors

按照观众部门分类统计
Visitors'Functions



■ 采购 Procurement:	18.3%
■ 研发 R&D:	43.3%
■ 销售 Sales:	17.5%
■ 市场 Marketing:	11.2%
■ 管理 Management:	9.7%

观众区域来源分析
Visitors'Origin



■ 国外观众 From Overseas	12%
■ 港澳台观众 From Hong Kong, Macao and Taiwan	2%
■ 展会本地观众 From Guangdong (广东地区)	32%
■ 非展会本地的大陆观众 From Other China Provinces	54%