

## EXHIBITION/CONGRESS/WORKSHOP

# Strong Attendance at PCHi 2011 Indicates Industry Confidence



Personal Care and Homecare Ingredients (PCHi) 2011, which was held for the first time in Shenzhen at the Shenzhen Convention & Exhibition Centre from 22 to 24 February, concluded on a strong note. The first trade show of 2011 for the industry saw a record attendance of 4765 visitors and 243 exhibiting companies, of which 71% has already re-booked for the next year's event. The organizers said that visitors and exhibi-

tors alike were very satisfied with their presence at the show. This is in accordance with the perception of EURO COSMETICS and the many attendees and visitors we spoke with at our booth during the show.

Of the 4765 visitors, 4196 visitors (88%) came from within China, and the remaining 569 (12%) visited from 33 other countries. The figures reflect PCHi's strong position as

the place to be for companies looking to break into the Chinese market. For exhibitors, the event was a platform to showcase new products, represent their companies, and meet with current and potential customers. The show also provided local players an opportunity to meet with international buyers and offered international companies a way to meet with local buyers.





### PCHi 2011 Booth Awards

For the fourth year running, industry media that attended PCHi selected a handful of exhibitors to receive the annual Booth Awards. This year's winners are:

**Buzziest Booth:**

Guangzhou Tinci Materials Technology Co., Ltd

**Best Communications:**

Dow Corning Company

**Best Designed Shell Scheme:**

Hangzhou Boffo Import & Export Co., Ltd.

**Best Designed Raw Scheme:**

Innospec Limited Beijing Rep. Office

The Awards Ceremony will take place at PCHi 2012 which will be held in Shanghai at the World Expo Theme Pavilion from 27 to 29 February 2012. EURO COSMETICS is looking forward to be again Media Partner and exhibitor of next years show. ■



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