



# PCHI 2010 Shanghai

## A meeting place to seize new opportunities

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After attending its third edition, we can definitely confirm that PCHI has become an irrenounceable event for Personal Care professionals in China and all over the world. It is held at the beginning of the year, before the other major shows take place, thus this event is a sort of indicator to understand the trends of the market worldwide, with companies attending the show coming from all continents. PCHI is becoming an increasingly popular meeting place, the figures show it clearly. It has become an important appointment in everyone's agenda, a significant event to effectively network and do business. The 2010 edition was held in Shanghai and was attended by about 4,600 visitors, 13 percent more than in 2009, which had already had an excellent level of attendance, given that it was held in the highly industrialized area of Guangzhou. The 2010 exhibitors were 194, again with a 15 percent increase over the previous year. In addition, attendees from outside China are steadily on the rise. Already 85 percent of the exhibition space for the 2011 edition, to be held in Shenzhen, has been booked, which confirms the increasing attention towards this show. Great satisfaction was shown by PCHI project manager Jason Li, who commented: "We are very pleased with the rising numbers of exhibitors and visitors, and with the excellent re-booking response. The strong support from the industry we receive annually drives us to create better and newer experiences every year, and we hope to exceed expectations again at next year's event." Li also adds that: The industry is ever-changing, and as organizers of the key event in China for the personal and homecare ingredients sectors, we aim to create a dynamic environment in order for manufacturers and suppliers to flourish". This is key to the success of a trade fair / congress: seize market demands, meet expectations, create an environment, a platform to favour exchange among the various parts of the system. This is ever more true and desirable for China, a continent of its own. In these terms, we definitely cannot think of PCHI as a "local event" - it would mean understating things. China is such a vast market in terms of figures, quantities, so important for the many business implications it brings, that is actually a reference for the whole world. It is a land of opportunities. Being in China with one's products and technologies or with one's own production sites means significantly increasing business volumes. In these terms, it is interesting to see how many companies today interpret PCHI as an ideal place to present their significant novelties and changes to product ranges and business strategies. It's the case for DOW Chemicals, who has significantly expanded its product portfolio and has redesigned its approach to the market through the recent acquisition of Rohm and Haas. "With the acquisition and our portfolio moving more downstream, we realised the importance to know more about our customers' needs by becoming a market-oriented company" said Joecy

Wu, Asia-Pacific Marketing Communications Manager for Home and Personal Care, Dow and continued: "We recognize PCHI as the only relevant trade show platform in Greater China for the Home and Personal Care industry. And for the Asia-Pacific region, it is always the first exhibition in the calendar year where we're able to really get close to the customer".

Visitors at PCHI 2010 got a first look at the new identity of the Dow Personal Care business - "Guarding and Enhancing Your Reputation, Sincerely". Launching at PCHI provided customers with easy access to a single source to help meet their formulating and product development needs. Dow continuously strives to meet the evolving needs of their customers and the larger personal care industry, which they believe PCHI can help them achieve. All companies we met at the show, both Western and Asian, have confirmed the importance of this appointment. DSM, Innospec, Bayer Material science, Lipotec, Thor, Silab, to name a few companies known for their high technological level, which have a global presence in all markets and are actively present on the "this" important market through distributors, their local production sites or have plans to open production facilities - like in the case for Innospec. Rather interesting was the CAFFCI, (China Association of Fragrance, Flavour and Cosmetic Industries) press meeting. The presentation by Zhang Tie Chen, CAFFCI chairman, showed how this very important area, represented by the large number of members of the association, very much cares for the expansion and internationalization of its activities. At present, CAFFCI, a nonprofit social organization, is comprised of more than 700 members, most of them are enterprises and institutions involved in the production of raw materials & products, packaging, equipment design & production and R&D of fragrances flavours and cosmetics. Talking of perfumes, a very interesting meeting was that with Loh Peng Keong from Sillage Aromatique, a division of Nardev Chemie, a Singapore-based company that sees China as a potential market having a great deal of interest in high-end perfumes. Now the expectations for this fair are directed to the 2011 edition to be held in Shenzhen, a modern city that significantly stands as a bridge between two historical and significant areas of China: Hong Kong, very close geographically speaking, and Guangzhou. Hong Kong was China's window over the rest of the world for a long period, whereas Guangzhou is a leading industrial area of the country, Shenzhen was founded in the late '70s, a fishermen's village at the time, and today is one of the most economically advanced centres in the country. PCHI 2011 will certainly be full of new opportunities for all the sector players attending it, and the show will increasingly gain a leading role, the preferred gateway to enter the emerging markets, to make contact and network, to do business. In short, the place to be to seize new opportunities.