

PCHi 2010 展后报告

Post Show Report

卓越之选 美丽之源
The choice networking business platform
The ideal source for quality ingredients

Personal Care and Homecare Ingredients 2010

2010中国国际化妆品、个人及家庭护理用品原料展览会

2010.03.10-12 上海光大会展中心
Shanghai Everbright Convention & Exhibition Center



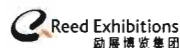
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2010年3月10-12日，PCHi（中国际化妆品、个人及家庭护理用品原料展览会）迎来了来自39个国家及地区的4526名专业观众，同比2009年展会增长12.6%。展会汇集了来自全球近19个国家和地区的194家国内外参展企业，展示其领域内最新的产品、技术及服务。

From 10-12 March, PCHi welcomed 4526 Professional prequalified trade visitors from across the globe and China which increased by 12.6% over 2009. 194 international and local exhibiting companies from nearly 19 countries showcased their latest products and services to the leading industry buyers, formulators and laboratory researchers from 39 countries and territories around the world.

大多数PCHi 2009参展商都再次参展。此外，许多参展公司是首次参加PCHi展览会，一些业界巨头如（收购罗门哈斯后的）陶氏化学公司（The Dow Chemical Company）和科莱恩化工公司（Clariant Chemicals）在展会上首次亮相，与制造商们共享其产品和服务。另外还有一些中国公司，例如广州天赐和上海来裕等也悉数参展，这些公司在全球化妆品配料领域正在获得越来越高的认可度。

In addition to the bulk return of last year's exhibitors, many companies have exhibited at PCHi 2010 for the first time. Industry giants such as The Dow Chemical Company (after acquisition of Rohm & Haas) and Clariant Chemicals graced the event to share their products and services with manufacturers. Equally important are Chinese companies such as Guangzhou Tinci Materials Technology Co. Ltd. and Shanghai LICA, etc. which are increasingly gaining recognition in the global cosmetic ingredients arena.

参展商对于PCHi2010的满意度和推荐度指数分别为88%和94.9%。PCHi2010现场展位预定状况空前，到目前为止，2011年在深圳的展位的85%已经售出，预定展位的企业达到了惊人的156家。PCHi2010的展商中大约已有77%的参展商再次预订了明年在深圳举行的PCHi展会。这样的成绩不仅仅表明了众多参展企业对PCHi展览会的信任与支持，更是表明了行业同仁对本行业的信心。如此强大的参与力度无疑为2011年2月22-24日在深圳会展中心举办PCHi2011打下了坚实基础。

Exhibitors' satisfaction and recommendation indices for PCHi 2010 were 88% and 94.9% respectively. The onsite sales of PCHi2011 is unparalleled. To date, 85% of exhibition space available at PCHi 2011 has been sold. Already, 156 companies have booked booth. 77% of the exhibiting companies have rebooked for next year's event in Shenzhen. This does not only means the exhibitors trust and are confident in PCHi, but also means the industry peers are confident in the cosmetics, personal care and homecare industry. This sets a fresh precedence and provides a solid foundation for PCHi2011

观众反馈 Visitor Feedback

PCHi进行了观众数据分析和问卷调查，其中绝大多数观众对展会给予了积极的肯定。

PCHi received overwhelming positive feedback from the satisfied visitors.

观众调查结果 Key Results of Visitor Survey

94.1%的观众对PCHi2010展会的总体印象表示满意
94.1% of visitors were overall satisfied with PCHi 2010.

80.6%的观众达到了其参观展会的目的
80.6% of visitors had met their objectives

96.7%的观众表示会推荐他们的朋友、同事和行业伙伴参加PCHi2011

96.7% of visitors' responses indicated they would recommend their peers to participate in future presentations of PCHi 2011

当问到他们认为展会中最中意的部分，以下是几项被频繁提起的：

- 展商的数量与质量
- 具有行业代表性
- 主办方现场组织管理专业
- 高质量市场环境
- 安全
- 市场/行业信息聚集
- 汇聚新技术和创新

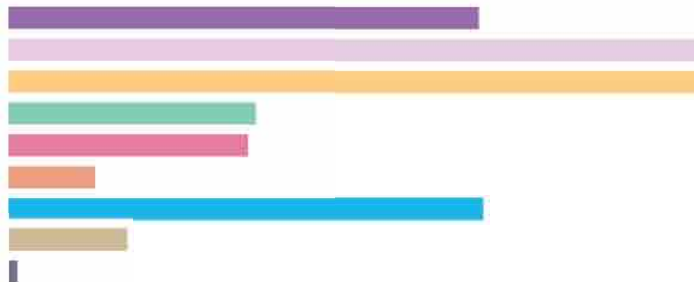
When asked what they liked best about the show,

- following were often mentioned:
- Number and quality of exhibitors
- Representative nature of industry
- Professional Organizing and Management
- Quality market place environment
- Security
- Market/industry information that may be gathered
- Focus on new technologies and innovations



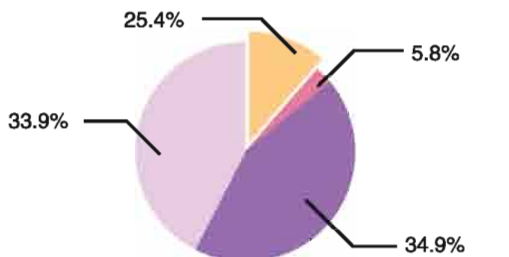
观众参加PCHi2010最重要的目的为：
The primary objectives of the visitors at PCHi 2010 were to:

81%的观众认为达到其最为重要的参观目的。
 81% of visitors indicated that they had achieved their primary objectives.



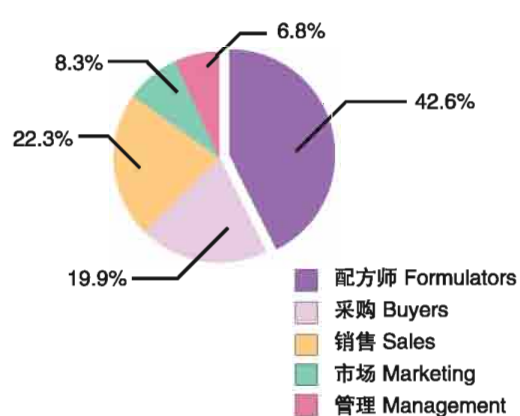
- 采购原料 Buy ingredients/raw materials
- 寻找新的/更多的展品和服务供应商 Source for new/alternative products & services
- 搜集市场/行业信息 Gather market/industry information
- 与新供应商会面 Meet new suppliers
- 与已经进行合作的供应商会面 Meet existing suppliers
- 建立新的OEM合作伙伴 Establish new OEM partners
- 了解最新的技术创新及科研进展 Learn latest technologies, innovations & scientific
- 与同行建立联系 Network with peers
- 其他 (请注明: Other (please specify))

观众区域来源分析
 Visitors' Origin



- 展会本地观众 From Shanghai
- 非展会本地的大陆观众 From other China Province
- 国外观众 From Overseas
- 港澳台观众 From Hong Kong, Macao and Taiwan

按照观众部门分类统计
 Visitors' Functions



- 配方师 Formulators
- 采购 Buyers
- 销售 Sales
- 市场 Marketing
- 管理 Management



展商评价 Voice from Exhibitor



“对于我们在中国和亚洲地区的客户而言，PCHI展会是一个绝佳的一站式平台。我们决定在PCHI 2010展会举办专场新闻发布会来推出我们的新业务单元品牌，对于最终的宣传效果我们感到非常满意。在展会主办方的大力支持下，来自国内外的10余家行业媒体参加了此次新闻发布会。”

— Dow Chemical (中国) 业务推广经理吴丹

“PCHI is the one-stop platform for our customers in China and around the region. We decided to launch our new business unit brand for the industry here at PCHI 2010 through a press conference, and are very happy with the results it was well-attended by over 10 industry media from both domestic and international markets, in part due to the excellent support by the show organizers.”

— Joey Wu, Business Communications Manager, Dow Chemical (China)



“中国市场实现了巨大的增长，而且有望成为发展速度最快的市场。我们对于PCHI 2010非常有信心，也感到很乐观。我们相信PCHI能够促进我们公司以及整个行业的持续发展。在这里，我们能够见到如此众多的客户，并且实现了业务量的大幅增长。在中国，我们绝对需要一个像PCHI这样的展会。中国是我们优先考虑的市场。”

— Thor Specialties 总经理 Eduardo de Purgiy

“There is tremendous growth in China and there is still potential, especially China; being the first-growing market. We are very confident and optimistic about PCHI 2010. We believe that PCHI can boost our company, as well as the industry. We get to meet so many customers. The growth rate is extremely important and we definitely need a show like PCHI in China. China is our priority.”

— Eduardo de Purgiy, Managing Director, Thor Specialties



“我们参加此次展会活动是为了向广大消费者展现我们在中国和亚洲地区的发展能力。PCHI是一个组织有序的展会，我们在这里获得了非常好的反响，也意外地见到了许多之前不曾想过会参展的跨国公司。这是一个非常成功的展会，让我们有机会展示我们的产品。PCHI有可能会成为我们在亚洲地区唯一的必定参加的展会。”

— Bayer Material Science 化妆品、BU 涂料、粘合剂及特种产品业务主管Steffen Hofacker博士

“We participated to show the broad variety of customers here our capabilities for China and the region. PCHI is a well-organized show and we already have very positive responses. We also met with many multi-national companies that we didn't expect to see here! It's been a successful show for us to showcase our products, and we'll likely make this the only show in Asia that's a must-attend for us.”

— Dr. Steffen Hofacker, Head Cosmetics, BU Coatings, Adhesives and Specialties, Bayer Material Science



“正是由于你能够想到的所有积极的理由，我们才来到这里参加PCHI 2010展览会。我们与许多合作伙伴都进行了良好的沟通，也让很多国内外参展商和观众都了解了我们。我们有机会见到一些潜在客户。中国市场具有很强的接纳能力，就像海绵一样，我们希望合作双方都能获得更大的利益。”

— Nardex Chemie Pte Ltd 高级香料经理 Loh Peng Keong

“Every possible good reason you can think of – that is why we are here at PCHI 2010. We gain good contacts and we can make our presence known here to local and foreign exhibitors and visitors. We get to meet potential clients. The China market is very receptive, just like a sponge, and we hope to benefit more mutually.”

— Loh Peng Keong, Senior Fragrance Manager, Nardex Chemie Pte Ltd



“这是我们首次参加PCHI展会，许多来自世界各地的观众都对我们的技术非常感兴趣！这一点是我们始料未及的。我们很高兴能与来自美国、韩国、菲律宾、哥伦比亚和俄罗斯的观众进行沟通和探讨，互相之间都有了许多的接触。对于本次展会所取得的收获，我们感到十分满意。”

— I.R.B. Srl 总经理 Elena Sgaravatti

“This is our first time at PCHI and we've met a lot of people who are very interested in our technology, from all over the world! We didn't expect this, and are happy to have already spoken with people from US, Korea, Philippines, Colombia, and Russia. We've definitely made a lot of contacts here, and are happy with the returns from this show.”

— Elena Sgaravatti, General Manager, I.R.B. Srl



“不管在本地（中国）还是在其它国家，我们都面临着许多挑战。作为一个不断壮大并走出国门的企业，我们希望能够实现更大的发展，这也正是我们利用PCHI这一平台来推动企业进一步发展的原因。今年是我们首次参加该展会。在开幕首日上午，我们就遇到了一些很好的业务机会。”

— 浙江杭州鑫富药业股份有限公司 市场部经理 江曼

“We face challenges locally (in China) and also in other countries. As a growing company out of China, we hope to grow even further, which is why we're making use of PCHI as a platform to propel us further. It's our first time at the show and we already met several good quality prospects on the morning of the first day.”

— William Tan, Marketing Manager, Zhejiang Hangzhou Xiniu Pharmaceutical Co., Ltd



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观众评价 Voice from Visitors

"Every year, a group of us will attend PCHI to look for a variety of ingredients to produce our hair-care and skin-care products. We find new things each year, and this year met with some Chinese and ASEAN suppliers for the first time. We're finding more cost-effective local suppliers that are able to meet our needs, so the show is a successful one for us, for sure."

- **Vicky Chen, Greater China Raw Material Sourcing Chief, L' Oreal**

"This is my first time at PCHI and I'm finding a lot of new products. There's a good mix of products to consider for our business."

- **Lu Haixiang, Chemist, HyperCycle Bioscience Inc., China**

"We're here to have several meetings with our suppliers. It's a good event to gather and to learn more about changes and happenings in the industry."

- **Young Il Go, Director, DooriR&G, Korea**

"I am definitely looking forward to PCHI 2011 and it makes it more interesting that PCHI is always held at a different location. We benefit a lot from PCHI."

- **Lee Yon-Ho, Sales Manager, KCI Limited, Korea**

"PCHI has never disappointed us and I am glad that this show exists!"

- **John Loo, Sales Director, Kwong Yip Company, Hong Kong**

"All my customers know about this show. PCHI is a great influence in this industry and I find a lot of info here."

- **Jerome Zhai, Business Specialist, Shanghai Qicheng Industrial Co. Ltd., China**

"I've visited a few times already to assess the event, and most likely will exhibit within a year or two because I like what I've seen so far."

- **Li Ping, Sales Engineer, Shanghai Notion Biochemistry Technology Co. Ltd., China**

"We're more familiar with foreign suppliers, but came to also learn more about local manufacturers. Everyone we know in the industry comes here and we're very familiar with this yearly gathering of professionals."

- **Lin Lin, R&D Manager, Luosun Bio-Tech Co. Ltd., China**

"每年，我们都会参加PCHI展会以寻求各种各样的原材料来生产我们的护发护肤产品。每一年我们都有新发现。今年，我们又第一次遇见一些中国及东盟地区的供应商，我们也找到了更多符合我们要求的、具有成本效益的本地供应商。因此，对于我们而言，今年的PCHI毫无疑问是一次成功的展会。"

- **欧莱雅大中华区原材料采购主管陈周宇**

"这是我第一次来参加PCHI，我在这里看到了许多新产品。这里有很多产品可供我们公司选择。"

- **中国HyperCycle Bioscience公司化学专家陆海翔**

"在这里，我们与我们的供应商进行了多次洽谈。本次展会提供了一个很好的机会让我们聚在一起，了解更多有关行业变化和发展的信息。"

- **韩国DooriR&G公司董事Young Il Go**

"我非常期待PCHI 2011的到来。PCHI每年总会选择不同的展会举办地，这让人感觉更有趣。我们从PCHI展会中获益匪浅。"

- **韩国KCI有限公司销售经理Lee Yon-Ho**

"PCHI展会从未令我们失望，有这样一个展会令人感到非常高兴！"

- **香港Kwong Yip公司销售总监鲁翰**

"我所有的客户都知道这个展会。PCHI在业界有着重大的影响力，在这里我获得了许多的信息。"

- **中国上海棋成实业有限公司业务专员Jerome Zhai**

"我已经对该展会活动进行了多次访问和评估，我们很有可能将在一年或两年之内参与这一展会，因为我所看到的一切让我感到很满意。"

- **中国上海诺欣化工科技有限公司销售工程师李苹**

"我们对国外供应商更为熟悉，来到这里让我们对本地厂商有了更多的了解。我们所认识的业内同行都参加了这次展会，对于每年一度的专业人士聚会我们已经非常熟悉了。"

- **中国Luosun生物技术有限公司研发经理林琳**



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"I love having a first hand at seeing new product launches. Truly interesting."

-Sun Ya Hui, Sales Manager, Zhi You Company, China

"It is good to have PCHI as it really benefits the industry."

-Peter Knoll, Manager, Creaton Industrial Company, Taiwan

"We see a big variety of exhibitors here at the show."

- Bertus Swanepoel, Director, Tetralon, South Africa

"This is definitely a good show to meet new companies for our business."

- Sanjay Tawakley, Director, Chemspark India

"We're here to meet with Chinese manufacturers as we're looking for opportunities distribute for them in France."

- Olivier Paquette, Ph. D., Manager, Laserson, France

"我喜欢在第一时间了解新产品的正式发布，这真的非常棒。"

- 中国Zhi You公司销售经理孙雅惠

"能够参加PCHI展会感觉非常好，它给整个行业带来了真正的利益。"

- 台湾Creaton 工业公司经理Peter Knoll

"在这次的展会上，我们见到了许许多多的参展商。"

- 南非Tetralon公司董事Bertus Swanepoel

"这绝对是一个很棒的展会，让我们有机会来遇到新的业务合作伙伴。"

- 印度Chemspark公司董事Sanjay Tawakley

"我们来到这里是為了会见中国的制造商朋友，我们希望为他们寻找在法国发展业务的机会。"

- 法国Laserson公司经理Olivier Paquette博士

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