

EVENT REPORT

PCHi 2011 Opens On A Strong, New Note

The first trade show for the personal care and homecare industry every calendar year, Personal Care and Homecare Ingredients (PCHi) 2011, opened with a record Day 1 total of 2,928 visitors. This fourth edition of the event also attracted the largest number of exhibitors ever. With these robust figures, Reed Sino-pharm Exhibitions (RSE) expects a record estimate of 5,600 attendees by the end of the three-day event.

Daniel Chan, Project Director of PCHi, said, »The show has grown steadily since it started in 2008. We are very pleased to have 25% more exhibitors this year. This is an indicator of the industry's confidence in the event's ability to produce the right results«.

A total of 243 exhibitors from 20 countries filled the Shenzhen Convention & Exhibition Centre. Of these, there were 70 brand new exhibitors.

From within China, 129 companies participated as exhibitors, a 42% increase from last year. The event also featured three pavilions from France, Germany and Singapore.

Besides record-high exhibitor and visitor figures, PCHi 2011 is newer than ever, offering participants a strong line-up of exciting, engaging programmes:

New Conference Themes

Two new topics, 'The Macho Side of Personal Care' and 'Earth-friendly Formulations', are part of the Technology conference track. 'The Macho Side of Per-

sonal Care' discusses the key differences in formulations and technologies behind the manufacturing of men's cosmetics, while 'Earth-friendly Formulations' explores manufacturing techniques, formulae and technologies, and even packaging materials for companies to develop truly Green products.

Casa Elegancia

Casa Elegancia, or 'House of Elegance', is an extremely exclusive hospitality zone, designed to cater to the premier manufacturers of cosmetics, personal care, and homecare products in China. For PCHi 2011, Casa Elegancia hosts international companies Johnson & Johnson, L'Oreal and Unilever, and domestic giants Jala Group and Guangdong Liby. The lounge allows these important players to effectively capitalise on the PCHi platform to source for their formulation needs and to meet existing and new suppliers from China and worldwide.

The China Personal Care & Cosmetics Innovation Awards

Co-organised by Reed Sinopharm Exhibitions (RSE) and Ringier Trade Media Ltd., the China Personal Care & Cosmetics Innovation Awards aim to provide recognition for products launched from 2007 to 2010 that have helped elevate China's personal care and home care industry.

Winning products from the following categories were selected: anti-aging ingredients, skin conditioners, skin lightening/whitening ingredients, delivery technology, sunscreen, and polymers.

PCHi 2012

PCHi will return to Shanghai in 2012. The event will be held at the World Expo Theme Pavilion from 27 to 29 February 2012. The pavilion is one of Shanghai's newest and most exciting meeting venues, with features like the world's largest ecological walls and the largest solar energy system rooftop.

The move back to Shanghai is in line with the event's strategic and customer-driven plan of alternating between the Yangtze River Delta and the Pearl River Delta regions, both of which have strong and abundant personal care and cosmetic manufacturers.

Besides a new venue, PCHi 2012 will have a new show floor layout. Exhibitors will be grouped into four categories:

- Natural Extracts
- Color Cosmetic Ingredients
- Cosmeceutical Ingredients
- Flavours and Fragrances

Each of these categories will occupy its very own segment at the venue. With the distinct zones, visitors can navigate through the exhibition hall with greater ease, and buyers will be able to locate the specific exhibitors they are looking for more easily.

Chan said, »With the various new programmes and activities that we've rolled out, efforts to bring a PCHi that's newer than ever to our audiences have been a real success. We are looking forward to the next edition of PCHi in Shanghai in February next year, back to where it all began«.

