

PCHi has established itself as the cosmetic ingredients show in China, organised in China for the Chinese cosmetics, toiletries and home care markets. It now alternates between the key venues of Shanghai and Guangzhou, two of the country's most affluent business cities which are also key manufacturing hubs for the personal care, cosmetics, toiletries and home care industries.

In terms of exhibitors the event attracts both domestic and international ingredient suppliers, but in terms of visitors the audience is largely domestic, comprising business professionals including formulators, manufacturers, R&D and senior management. "PCHi 2010 provides a one-stop platform for peer-to-peer information exchange on emerging market trends, technological innovations, new scientific developments and updates on international regulations," say the organisers.

In addition to the show, PCHi offers an expanded conference programme with the aim of covering topics that are relevant for global companies looking to invest in China and for Chinese companies looking to do business elsewhere. A technology conference will include sections on new technology & innovations, skin-ceuticals and the application of TCM ingredients in C&T, with speakers including Karine Loyer (Arkema), Klaus Jenni (Evonik), Evelyn Su (Sino Lion & Zhongshi International) and Marc Heidl (DSM).



Meanwhile a regulatory summit will keep delegates up to date with regular changes related to doing business in China. Speakers here will come from China's Ministry of Health, Guangdong Food & Drug Administration, China Cosmetics Quality Assurance Committee, International Cosmetics (Asia Pacific) Joint Development Centre, and Guangdong Cosmetics Standards & Testing Center.

New for 2010 are formulators' workshops to be held on 11 March, run by companies including Dow Chemical and Sinerga.

New technology sessions will run each day, allowing exhibitors the opportunity to give detailed presentations of their new materials. But this year five companies have been selected on the basis of their innovations to appear in a special new

technology feature area. The five selected companies are ISP Personal Care Asia-North, Dow Chemical, Symrise, Evonik Industry and Nanoegg Research Laboratories. One of these will be selected to win the PCHi Best New Technology Award.

Jason Li of PCHi organiser Reed Sinopharm Exhibitions has a few tips for a successful visit to the show:

- Pre-register
- Check out the conference schedule and sign up to attend
- Visit the PCHi website regularly to get latest show news
- Attend the opening ceremony to learn about the industry's movers and shakers (especially government officials)
- Share your feedback with the organiser
- And of course after the show both visitors and exhibitors should make sure they follow up with the contacts they made there. **cb**

www.pchi-china.com

PCHi returns to Shanghai

PCHi returns to Shanghai's Everbright Convention & Exhibition Center this year (10-12 March) for its third annual event. **SPC Asia** looks ahead to the show

SATISFIED CUSTOMER **TEXTRON TECNICA**

In tough economic times, companies are understandably more careful about expenditure, and selecting the right trade show to exhibit at can be an increasing challenge. Spanish natural oils producer and supplier Textron Técnica participates in a number of industry exhibitions around the world every year as part of its sales, marketing and customer service strategy. As a European company its most important show is in-cosmetics but a set of exhibitions also on the 'must attend' list are about par with each other, and PCHi is one of them.

"I visited PCHi a couple of times and then made the decision to have our own booth," comments Eric Hernández, international area manager, Textron. "On one of the first visits, I remember thinking to myself that China is indeed a dynamic market that's moving, shaking and growing at a very positive pace. And so far, having exhibited a few times

already at PCHi, I've experienced first hand that this is true."

The company analyses each trade show investment by calculating the cost-per-lead ratio based on the number of quality leads. Hernández comments: "PCHi gets one of the best ratios in terms of number of visitors per investment unit, and the positive returns we've enjoyed convinced us to keep it as a permanent exhibition on our annual calendar. In fact the sales lead ratio for this event has improved by a striking and consistent 10% every year since participating."

Each year Textron aims to achieve three main objectives at the show: meeting with distributors, generating sales leads and attending to existing clients. In addition being there provides a positive boost to brand image as well as a great opportunity to make unexpected connections.

"The event is a cost effective and excellent



meeting point for our quality business partners," adds Hernández. "But equally important for us is to be available to meet with our customers within the few days of the show. Though our products are naturally extracted and therefore simple to use and not very complicated, there are always questions and concerns, so it's important for us to be present to help and to keep in close contact with manufacturers."