



PCHI 2017 | International booth/exhibitors at 2017 Press Release

PCHI 2017 Showcases Event's Progress Across a Decade

More than 500 International and Domestic Exhibitors Expected for the 10th Edition

Beijing, 25 July 2016 - With preparations for the 10th edition of the Personal Care and Homecare Ingredients (PCHI) trade show (www.pchi-china.com/en) now in full swing, show organizer, Reed Sinopharm Exhibitions (RSE), is firming up an exciting array of activities to keep show attendees engaged from 21 - 23 February 2017 at the Guangzhou Poly World Trade Center in Guangzhou, China. To date, with 389* international and domestic exhibitors already signed up for the event, PCHI 2017 looks set to be the show's largest gathering yet.

Elynn Xu, Project Manager at Reed Sinopharm Exhibitions, shared, "At PCHI, we endeavor to be the bridge that connects China's personal care market to the international audience, and vice versa. Exhibitor figures continue to increase every year, and that's an indicator of the show's position in the global personal care and cosmetics industry. We're delighted to be raising the bar with PCHI 2017, where nearly 40%* of our participating exhibitors will be international companies."

Now a decade since its inception, PCHI 2017 will see the incorporation of both old favorites and new segments to the event. Visitors can look forward to attending the evergreen *PCHI Conference Program*, sitting in on several *New Technology Sessions (NTS)*, and exploring latest innovations at the *New Product Showcase*. New segments will be introduced to engage and stimulate show attendees, and these will be announced in the later months of 2016.

Separately, RSE also announces the commencement of online pre-registration for PCHI 2017. Given the line-up of attractive show segments, industry professionals are encouraged to pre-register at <http://www.pchi-china.com/en/Visitors/Visitor-Registration/> to avoid on-site entrance fees and long waiting lines.

Xu concluded, "We are opening our online registration early this year to provide visitors with ample time to plan their trip. As this is a major anniversary event for PCHI, we aim to present the finest edition to demonstrate PCHI's status as a quality platform for the industry. We're making every effort to ensure that PCHI 2017 fulfils the industry's sourcing and learning needs, and we look forward to hosting everyone in Guangzhou next February."

** Information is accurate at time of publication*

For more information on PCHI 2017, visit www.pchi-china.com/en or connect with PCHI on social media.

LinkedIn: <http://cn.linkedin.com/pub/personal-care-and-homecare-ingredients>

Facebook: <https://www.facebook.com/PCHIExpo>

Twitter: <https://twitter.com/PCHIChina>

Weibo: <http://www.weibo.com/pchichina>

YouTube: <https://www.youtube.com/user/PCHIExpo>

WeChat QR Code:





PCHi Website QR Code:



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About PCHi

The Personal Care and Homecare Ingredients (PCHi) trade show is a cosmetics & personal care ingredients sourcing event held annually in China for the domestic and overseas personal care industry. As an innovation-led event, PCHi provides cosmetics, home and personal care manufacturers, ingredients suppliers, cosmetics packaging, machinery and product testing providers from all over the world with a professional platform for ingredients sourcing, gaining insight into market trends, and networking with industry experts.

For more information, please visit www.pchi-china.com/en or connect with PCHi on social media.

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