



**PCHI | New Exhibitor Presentation Theatre Press Release**

**PCHI 2017 Launches New Exhibitor Presentation Theatre**  
*Myriad of New & Old Show Segments at Anniversary Edition*

**Beijing, 23 August 2016** - Reed Sinopharm Exhibitions (RSE) today announces new exhibitor initiatives for the 10<sup>th</sup> edition of the Personal Care and Homecare Ingredients (PCHI) trade show ([www.pchi-china.com/en](http://www.pchi-china.com/en)) that will take place from 21 - 23 February 2017 at the Guangzhou Poly World Trade Center in Guangzhou, China. Expecting more than 15,000 visitors, PCHI 2017 will present a mixture of new show segments and perennial favorites to cater to a wider audience.

“With every edition, we’re on a lookout to provide more opportunities for our exhibitors to connect directly with their target audience,” shared Elynn Xu, Project Manager at Reed Sinopharm Exhibitions. “PCHI is one of the more prominent events for the personal and homecare market at large, and our exhibitors value PCHI as a platform to meet with the industry. We’re making every effort to ensure that attendees at PCHI 2017 will leave feeling refreshed and equipped for the new year.”

**Fuss-free Sharing Sessions**

PCHI 2017 will see the introduction of a brand new onsite marketing platform that is specially designed for maximum exhibitor-visitor engagement. Located on the main show floor, the **PCHI Exhibitor Presentation Theatre** is an opportunity for participating companies to engage their target audience in an intimate setting.

Exhibitors will have access to a private conference room set up with 120-pax seating and audio-visual support, where they can share more about their innovations with attendees in half or full day slots. This fuss-free arrangement helps exhibitors take their mind off logistical and administrative challenges, allowing them to focus on doing business and meeting new prospects.

**Old Favorites at PCHI 2017**

In addition, visitors can also expect to interact with global manufacturers exhibiting under the **PCHI Packaging, Equipment, Testing and Substrate Zone**. While these businesses play a supporting role in the cosmetics and personal care industry, they are vital in the development and delivery of finished products. As the packaging, equipment, testing and substrate sectors continue to grow in importance, PCHI is expanding the zone to keep up with the industry’s demands. Visitors to PCHI 2017 can expect to interact with and to experience innovative technologies from established companies\* such as:

<b>Featured Exhibitors</b>	<b>Booth</b>
Guangzhou Sina-Ekato Chemical Machinery Co., Ltd	3N25
Guangzhou Landproof Testing Technology Co., Ltd	3N29
Guangzhou Aerospace Automation & Technology Machinery Co., Ltd	3N41
Guangzhou Lianmeng Machinery Equipment Co., Ltd	3N40
Guangzhou Lianhe Automatic Technology Machinery Co., Ltd	3N34
Guangzhou Hengtai Purification Technology Co., Ltd	3N36
Guangzhou Square Purification Co., Ltd	3P47
Institut D’Expertise Clinique (I.E.C)	3N35
Korea Particle Technology	3M38
Langxi Kailing Daily Cosmetics Equipment Co., Ltd	3P47
Shanghai Chengxing M&E Co., Ltd	3M42
Shantou Dachuan Machines Co., Ltd	3N55

*\*Information is accurate at time of release*



Also returning to PCHI next year are popular attractions such as PCHI's **New Technology Session (NTS)** and **New Products Showcase**. As of middle of August, 15 companies have confirmed their presentation slots at NTS, and 7 international and domestic companies will present their latest solutions at the New Products Showcase.

#### New Technology Session (NTS)\*

Featured Exhibitors	Booth
GFC Co., Ltd	3J39
Radiant	3M31
Ichimaru Pharcos Co., Ltd	3L50
DSM Nutritional Product Asia Pacific	4C77
Silver-Un Chemical Technology Co., Ltd	5J10
Symrise	4G77
Bioland	4C25
Lipotec	4E66
Guangzhou CDLUNION Biotechnology Co., Ltd	3J77
Bloomage Freda Biopharm Co., Ltd	4D20
Guangzhou Tinci Materials Technology Co., Ltd	4D50
Bio-Nest	3H08
ID Bio	4F55
Shanghai Zhongshi Sci & Tech Development Co., Ltd	3N65
DSM Nutritional Product Asia Pacific	4C77
To One Chemical Ltd.	3L50

#### New Products Showcase\*

Featured Exhibitors	Booth
Guangzhou Tinci Materials Technology Co., Ltd	4D50
Silver-Un Chemical Technology Co., Ltd	5J10
Guangzhou CDLUNION Biotechnology Co., Ltd	3J77
UNI-POWDER	4D66
Guangzhou Xufan Trade Co., Ltd	3L36
Bloomage Freda Biopharm Co., Ltd	4D20
Symrise Shanghai Ltd	4G77

*\*Information is accurate at time of release*

Xu concluded, "The support that we've received from our exhibitors and visitors has successfully brought PCHI this far into the international spotlight. Over the years, we've received requests for more exhibitor-visitor engagement opportunities, and we're giving back to our loyal supporters by introducing initiatives like the PCHI Exhibitor Presentation Theatre. We're confident that this new addition to our 10<sup>th</sup> Anniversary event will help them to achieve even better results."

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For more information on PCHI 2017, visit [www.pchi-china.com/en](http://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](http://www.pchi-china.com/en) or connect with PCHi on social media.

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