



PCHI | PCHI 10 Anniversary Press Release

PCHI Celebrates 10 Glorious Years of Serving the Industry *Organisers Announce Major Features and Onsite Celebratory Activities*

Beijing, 2 November 2016 - 2017 marks the tenth year since the inception of the Personal Care and Homecare Ingredients (PCHI) trade show (www.pchi-china.com/en). In conjunction with this momentous milestone, Reed Sinopharm Exhibitions (RSE) announces a series of show features and activities specially planned for the coming edition, slated to take place from 21 - 23 February 2017 at the Guangzhou Poly World Trade Center.

Elynn Xu, Project Manager at RSE, shared, "PCHI turns 10 next year and this is undoubtedly an important milestone for us. In the next phase of our growth, we plan to focus on enhancing the show experience for exhibitors and visitors, while retaining the event's core and evergreen elements."

Industry Recognition with New Awards

To mark the 10th Anniversary, PCHI's very own industry award - **Fountain Awards** - will make its debut at the 2017 edition. Organised with the support of the Cosmetics Science and Technology Innovation Committee (CSTIC), the Fountain Awards aims to confer recognition to organizations and industry professionals for their contribution in product development. The awards will be presented across three main categories - *Ingredient Innovation*, *Packaging Design*, and *Outstanding Individuals* - in an awards presentation ceremony during the show.

Delving Deeper into the Science of Things

RSE will also launch an all-new **Innovation Lab** at PCHI 2017. This exclusive closed-door presentation features a series of practical formulation training sessions that are presented by participating exhibitors. Through these sessions, participants will be able to gain in-depth insights and hands-on experience into product formulation. The free-to-attend Innovation Lab sessions can accommodate approximately 40 participants, and registration details will be made available at a later date.

PCHI Invited Match & Meet Program

Also new for 2017, PCHI Invited Match & Meet Program is a value-added service that aims to provide buyers and sellers with a dedicated platform for one-on-one interactions. Through this avenue, visitors will have the option to schedule meetings with their exhibitors of choice ahead of PCHI to maximize their time at the show.

In addition to the new show features, PCHI will also organize a host of celebratory activities in conjunction with its 10th anniversary. In particular, visitors will be invited to take a walk down memory lane with PCHI through a special feature area that showcases PCHI's journey with the industry over the years.

Xu added, "The show team has worked hard all year in anticipation of this joyous occasion. We sincerely invite all industry members to join in the celebrations with us."

Registration for PCHI 2017 Conference Continues

As with past editions, the PCHI 2017 Conference Programme covers four broad spectrums of personal care products manufacturing, including *Rules and Regulations*, *Technologies*, *Packaging*, and *Market Trends*. Early bird discounts are available up till 21 January. For more information on the conference programme, please visit www.pchi-china.com/en/Conference.

Visitors keen to attend PCHI 2017 should pre-register at www.pchi-china.com/en/Visitors/Visitor-Registration/ for complimentary access to the show.

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>

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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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