



PCHi Technology Summit

PCHi Launches First-ever Technology Summit

Beijing, 27 June 2017 - Reed Sinopharm Exhibitions (RSE), organiser of the annual Personal Care and Homecare Ingredients (PCHi) trade show (<http://www.pchi-china.com/en>), today officially announces the launch of the inaugural PCHi Technology Summit. Presented in partnership with the Cosmetics Science & Technology Innovation Committee (CSTIC), the summit is slated to take place in Shanghai from 29-30 August at OneHome Art Hotel. Known for its strong emphasis on design and the arts, the venue is a visual representation of *beauty*, a quality that the personal care industry stands for.

Joe Zhou, Vice-President at RSE, shared, “Year after year, PCHi continues to lead the industry with its excellent stable of exhibiting companies, innovation-driven content, and educational initiatives. We want to better serve the industry by creating another platform, designed for academic exchange and networking, that extends beyond the trade event that everyone is familiar with. A unique platform that embodies the qualities of PCHi but provides an in-depth exploration of key industry trends and issues.”

The full programme will consist of a conference segment, a products showcase, and an awards ceremony that aims to confer recognition to outstanding contributions to the global personal care and home care industry. Featuring a stellar panel of subject matter experts and participating companies, the Summit is expected to attract close to 300 industry professionals from China and beyond, including manufacturers and suppliers of personal care ingredients, OEMs and ODMs, management personnel from cosmetics companies, R&D, testing, packaging, and regulatory affairs personnel, representatives from industry associations, educational institutions, and government bodies, etc.

For its 2017 edition, the conference will delve into *Industry Trends* as its main theme, with *Sun Protection* and *Whitening* as the two key focus areas. The agenda is expected to encompass the whole industry chain, covering aspects of rules and regulations, manufacturing technology, product formulation, efficacy evaluation, packaging, market trends, and more.

Zhou concludes, “Through this summit, our goal is to enable attendees to gain a better understanding of the market situation, industry trends, and technical insights, as well as to promote industry cooperation. We’re committed to this vision and we look forward to receiving support from industry members.”

Registration for the summit is now open and members of the PCHi Visitors Club are entitled to a 40% discount off the booking fees. Interested parties can obtain more details from Ms Serena Liu at yujia.liu@reedsinopharm.com. For more information, please contact or 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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