



PCHI | Post show release

PCHI Rings in Tenth Anniversary with Record High Figures *All Smiles at Decade-long Trade Event as Organizer Wraps Up Successful Edition*

Beijing, 22 March 2017 - Reed Sinopharm Exhibitions (RSE), organisers of the Personal Care and Homecare Ingredients (PCHI) trade show (<http://www.pchi-china.com/en>), concludes yet another record-breaking edition for PCHI's 10th anniversary. Hosting a total of 507 global exhibitors at the Guangzhou Poly World Trade Center, PCHI also welcomed over 2,734 conference delegates and 18,972 unique visitors to its annual industry event - a major leap from 2016's visitor figures of 15,292.

As the show continues to evolve in its role as a global platform for the personal care and homecare ingredients industry, PCHI progressively reinvents itself to cater to the needs of a wider and more diverse set of international and domestic exhibitors and visitors. Over the years, the event has also established itself as a favored launch pad for companies to introduce new solutions.

Joe Zhou, Vice-President at RSE, shared, "It is a privilege to be able to create a platform that encourages knowledge exchange and networking opportunities through our show activities, including the PCHI 2017 Conference Programme, New Technology Sessions (NTS), New Products Showcase, Fragrance Zone, and the recently expanded PCHI Packaging, Equipment, Testing and Substrate Zone. We have received overwhelmingly positive feedback from exhibitors and visitors about this significant anniversary edition, and are pleased that PCHI was a choice platform for facilitating topics and activities that resonated with the people at the core of the global personal care industry."

PCHI 2017 Conference Programme

An evergreen segment at PCHI, the 2017 conference programme concluded with resounding success, attracting a total of 2,734 visitors over three days. 125 experts presented insights across 17 sessions under key conference tracks, including *Rules and Regulations*, *Technologies*, *Packaging*, and *Market Trends*. At PCHI 2017, bilingual sessions were offered for the first time across choice conference tracks to cater to an ever-growing international audience, and the selected sessions with English translated content were well-received by international delegates.

PCHI 2017 Conference Schedule

Conference Segment	Topic
Rules and Regulations	Rules and Regulations: Asia
	Rules and Regulations: Europe
Technologies	Baby Care [NEW]
	Dermo-cosmetics [NEW]
	Skin Care
	Color Cosmetics
	Hair Care
	Cosmetics Formulation
	Natural Extracts, Chinese Herbs and Essential Oil [NEW]
	Cosmetics Testing
Packaging	Cosmetics Packaging Design, Technologies and Trends
Market Trends	Cosmetics Market Trends
Business	Science and Technology Forum on Cosmetics for Chinese Youth [NEW]
	Forum on Daily Chemical Industry Technology Innovation Trend under the Industrial internet [NEW]
Association	CPCCIA 2017 Annual Meeting



New conference topics such as the Baby Care seminar also resonated with the audience. Philip Wang, R&D Director at Winona, said, “I attend the PCHI conference every year and it’s great to have the addition of baby care sessions this time. For me, the technical content was more useful but it was good to also hear from Johnson & Johnson about their best practices in baby care product manufacturing. Overall, a good set of information was presented and I hope there will be more content around this topic in future.”

From another perspective, speakers also had positive feedback about the conference programme. First-time conference speaker, Senior Manager of Technical Regulatory Affairs Team at AmorePacific, Wu Ying, shared, “I usually attend PCHI as a visitor, so I was happy to be invited to speak at this conference. Delegate turnout was good and there were many questions from the audience about my topic. I’ll be happy to speak again if the opportunity arises.”

Industry Nods in Favor

Aside from interacting with exhibitors, visitors had a myriad of activities to complete their experience at PCHI 2017. With 34 exhibitors presenting at the New Technology Sessions (NTS), 19 innovative technologies on display at the New Products Showcase, and an expanded PCHI Packaging, Equipment, Testing and Substrate Zone, show attendees had several highlights to look forward to at the event. To ensure maximum exhibitor-visitor engagement, new initiatives like the PCHI Exhibitor Presentation Theatre have been introduced.

Xie Yi Zhang, Process Manager at Mary Kay (China), spoke highly of PCHI’s New Product Showcase, “I thought it was well designed, as it offers viewers a good opportunity to understand what is available and new in the market. I’ve been attending PCHI for several editions now, and I most certainly would visit again in future.”

Recognizing & Rewarding Excellence

PCHI Fountain Awards

Hosting its own awards ceremony after 10 years, RSE launched its Fountain Awards at the Langham Place Hotel, Guangzhou. In total, 30 winners were identified by experts from Universities, Research Institutions, PCHI’s Cosmetics Science & Technology Innovation Committee (CSTIC), and established domestic and foreign scientific research individuals.

Winners of the PCHI 2017 Fountain Awards:

Award Categories	Winner
Active Ingredients: Moisturizing & Hydrating	Azelis (Shanghai) Co., Ltd.
	Drmax Bioscience Co., Ltd.
	Guangzhou Sethic Trading Co., Ltd
	Bitop AG
	Suzhou Nanohealth Biotech Ltd Company
Active Ingredients: Anti-aging	BASF (China) Co. Ltd
	Sabinsa Corporation
	Solabia Group
	Covestro Polymers (China) Co., Ltd.
	Seppic Shanghai REP. Office
Active Ingredients: Whitening & Brightening	Inabata France Sas
	Ichimaru Pharcos Co., Ltd
Active Ingredients: Others	Symrise Shanghai Ltd
	Croda
Functional Ingredients: Emulsification & Stability	Axialys Innovations
	Dow Corning (China) Holding Co., Ltd
	Symrise Shanghai Ltd
	Wacker Chemicals (China) Co., Ltd
Functional Ingredients: Others	Axialys Innovations
	Evonik Industrial AG



Award Categories	Winner
Green/Sustainable	Guangdong Longhu Sci. & Tech. Company Limited
	Zhangjiagang Glory Chemical Industry Co., Ltd.
	Guangzhou Tinci Materials Technology Co., Ltd
	Shanghai Zhongshi Sci & Tech Development Co., Ltd
	Shanghai Jayu Bio-Technology Co., Ltd.
Packaging & Machinery	Guangzhou Planck Industries Co., Ltd.
	Guangzhou Sina-Ekato Chemical Machinery Co., Ltd
Outstanding Individual of the Year Award	Shi Yan Li (石艳丽), Shandong Freda Biotechnology Co., Ltd.
	Gao Shan Wu (高山悟), Ichimaru Pharcos Co., Ltd
	Zhang Yong (张涌), Guangzhou Flower's Song Fine Chemical Co., Ltd

Bitop AG's Eva Galik, Senior Business Development Manager shared, "The Chinese market is significant to Bitop, and we are so pleased that our active ingredients are interesting to Chinese customers. We are most honored to win the PCHI Fountain Award for the category of Active Ingredients (Moisturizing & Hydrating), as it gives us confidence to continue innovating within this region."

PCHI Booth Awards

Held annually, the PCHI Booth Awards recognizes exhibitors who have invested time and effort into designing their booths, preparing bilingual communications materials, and presenting their solutions in creative ways. Winners were determined by international media representatives and the RSE show team.

Here are the winners of the PCHI 2017 Booth Awards:

Category	Company
Best Communications	Huntsman Chemical trading (Shanghai) Ltd (4E20) Oleon China Co., Ltd (3K65)
Best Booth Design	Xiamen Scented Land Flavors & Fragrances Co (5N28) Zhuhai United laboratories Co Ltd (4A22)
Best Product Presentation	Tasik Mahir Sdn Bhd (3J03) Shantou Dachuan Machines (3N55)

Winner of the PCHI 2017 Best Booth Award, Huang Yu Han, Market Operations, General Manager at Zhuhai United Laboratories Co., Ltd, shared, "PCHI is a superb platform for the industry to source for raw ingredients. PCHI also creates an ideal environment for networking, and we have benefitted in this aspect greatly. The continual push for progress is important for our industry, and I feel that PCHI has been able to help steer the industry towards this path. We will be back next year at PCHI 2018 with a bigger booth!"

PCHI Fragrance Zone

This edition, the PCHI Fragrance Zone integrated a new concept, which allowed visitors to test out the different oils and fragrances on showcase from 29 participating exhibitors. The Fragrance Zone gained positive feedback from the audience.

Live from the Show Floor



Amongst attendees from varied professional backgrounds - including distributors, cosmetic chemists, and industrial formulators - were several first-time visitors to the show, who expressed satisfaction with the plethora of activities available to them onsite. Repeat visitors also praised PCHI for providing an effective platform for business networking.

Avinash Kalpande from Arihant Innochem Pvt Ltd, India, commented, "As a first time visitor, I am pleased with what the organizers have done with the show. My main purpose here is to source for new technologies, and PCHI was able to meet my needs. PCHI is a good platform to meet industry producers and suppliers under the same roof, and I'm thrilled to be here. I'm making plans to visit PCHI in Shanghai next year!"

Luis Alcalde from the Technical Sales Department at Laboratorios Argenol, Spain, said, "This is my 2nd time at PCHI. We have a distributor in China and it's working out well so we're looking for more opportunities to do business here. The show seems larger this year and I've had good meetings so far."

As PCHI turns 10, exhibitors who have participated at PCHI since the show's inception back in 2008 also applauded PCHI on reaching a significant milestone.

C.S Wong, Vice President, Cosmetic Ingredients Division, Asia Pacific, at Symrise, praised, "PCHI is a great platform for companies to share their latest innovations and competencies with the industry. More and more, PCHI is also expanding to share new packaging solutions, and that has added value to our overall experience at the show. Another thing that we do appreciate about PCHI is its Awards - being acknowledged by industry professionals and experts at this event continues to be important for Symrise."

New exhibitors at PCHI also welcomed the idea of returning to Shanghai next year. Helene Foliguet, Marketing Manager at Berkem, remarked, "This is our first time exhibiting at PCHI, and we are having a very good experience! There is good traffic here, and thanks to our Chinese colleagues, we can reach out to the Chinese visitors. We will definitely be back at PCHI in future!"

Sales Manager at Chengdu SanHerb BioScience Co., Ltd, Amely Hu, had similar sentiments, "We are happy first time exhibitors - response has been excellent so far! We used to mainly sell finished products but are moving into the ingredients market for a change. PCHI serves as a perfect platform for us to enter the industry."

Anticipating Future Editions of PCHI

Wrapping up PCHI's 10th year, Zhou, shared, "Without a doubt, the success of PCHI is due to many factors - the event's ability to constantly introduce new and exciting initiatives to 'recharge' the industry, the guidance from industry associations and technical experts, the support from our loyal exhibitors and visitors, and the tireless efforts of the RSE team. PCHI has made great strides since its debut in 2008, and we will continue to build upon past successes to offer our audience more creative and targeted editions. We have every confidence that PCHI 2018 in Shanghai will be a roaring success!"

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:



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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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