



PRESS RELEASE

FOR IMMEDIATE RELEASE

PCHi 2018: Uncover the Latest Personal Care & Cosmetics Ingredients in Shanghai

Pre-registration for 11th Edition Opens to Encourage Worldwide Industry Participation

Beijing, 29 September 2017 – From 19 – 21 March, Personal Care and Homecare Ingredients (PCHi) 2018 will return to the Shanghai World Expo Exhibition and Convention Center to provide the industry with a platform for ingredient sourcing, knowledge exchange, and networking opportunities. Reed Sinopharm Exhibitions (RSE) today announces the commencement of online pre-registration for the upcoming event. Trade professionals planning to attend the event are encouraged to pre-register for their pass at www.pchi-china.com/en/Visitors/Visitor-Registration now.

By registering online, visitors avoid the hassle of waiting in the onsite registration queue, and enjoy a waiver of onsite registration fees of RMB 200. In addition, successful registrants will receive first-hand news about PCHi 2018 and industry-related updates.

Commenting on the industry's positivity towards PCHi, Peter LIU, Project Manager at RSE, said, "Over the years, the show has experienced exponential growth, and we saw over 18,000 trade visitors from more than 50 countries in attendance just this year. Looking ahead, we're likely to achieve record-breaking participation for the 2018 event, with nearly 500 exhibitors from over 20 countries already confirming their booths. Undoubtedly, the show is growing from strength to strength, and our team's mission is to provide every attendee with a fruitful experience."

In anticipation of a wider and bigger audience, PCHi 2018 will feature a significantly larger exhibition area of 32,000 sqm and inject fresh perspectives to its event agenda. Evergreen show segments like the *PCHi Conference Program* will be further strengthened with exciting new topics to engage, fuel, and challenge conventional industry practices. Returning to PCHi 2018, the *New Product Showcase*, *New Technology Sessions (NTS)* will continue to inspire the personal care community with a showcase of the industry's most cutting-edge innovations. Plans to introduce new event segments are in the pipeline, and will be announced in coming months.

LIU concluded, "We'll continue to pull out all stops to ensure that attendees leave the show feeling equipped for the year ahead. PCHi 2018 will bring together some of the industry's best innovations, as well as relevant world-class content that reflects the latest market trends, offering attendees more opportunities to connect, learn, discover new ingredients and products."

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

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[Notes to the Editor](#)

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, and 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.

Visit www.pchi-china.com/en or connect with PCHI on social media for regular updates.

LinkedIn	www.linkedin.com/in/PCHIExpo
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YouTube	www.youtube.com/user/PCHIExpo

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