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**Strong Attendance at PCHi 2011 Indicates Industry Confidence**  
173 exhibitors re-booked for 2012 event in Shanghai

**Beijing, 9 March 2011** | Personal Care and Homecare Ingredients (PCHi) 2011 concluded on a strong note. The first trade show of 2011 for the industry saw a record attendance of 4765 visitors and 243 exhibiting companies, of which 71% has already re-booked for the next year's event. The three-day event, organised by Reed Sinopharm Exhibitions (RSE), was held for the first time in Shenzhen at the Shenzhen Convention & Exhibition Centre from 22 to 24 February 2011.

Project Director of PCHi, Daniel Chan, said, "We are delighted to witness PCHi's steady growth in tandem with our visitors' and exhibitors' businesses. By lunch on the second day, bookings for next year's edition already exceeded the floor area we had this year."

"Our visitor numbers have also been consistently increasing over the years. This is a sign that more companies in the industry are beginning to recognise the important role that PCHi plays in the cosmetics and toiletries sector, and are confident with their investments here in China."

Of the 4765 visitors at PCHi 2011, 4196 visitors (88%) came from within China, and the remaining 569 (12%) visited from 33 other countries. The figures reflect PCHi's strong position as the place to be for companies looking to break into the Chinese market.

Satisfied Visitors and Exhibitors

Visitors and exhibitors alike were more than satisfied with their time at PCHi 2011.

Visitor Wu Weiwei, Scientist, Make-Up Lab, L'Oreal China, said, "We choose our partners very carefully, and PCHi provides a good platform for us to conduct our research of the exhibitors who could potentially be our partners. It is also a place for us to meet current suppliers and build on our existing relationships with them."

For exhibitors, the event was a platform to showcase new products, represent their companies, and meet with current and potential customers. The show provides local players an opportunity to meet with international buyers.

Clark Pu, Key Client Manager at Great Chemicals, shared, "I think PCHi 2011 is a great opportunity for us to represent ourselves to the industry. We used to contact our clients and partners only using email and phone calls. The show gives us the opportunity to meet them face-to-face. We have met several international media and brands that were very interested in our company, and look forward to working with us."

PCHi 2011 also offered international companies a way to meet with local buyers.

Commented Isabelle Van Reeth, Global Technical Leader Skin AP Deo Segment-Life Science, Dow Corning, "PCHi is the only show in China that Dow Corning exhibits at. We have been here since 2008 and we feel that it is an important platform to reach domestic customers. The event allows us to see domestic customers that we don't have regular access to. It is a good investment and we feel that for this part of the world, PCHi is the one event to attend."

PCHi 2011 Booth Awards

For the fourth year running, industry media that attended PCHi selected a handful of exhibitors to receive the annual Booth Awards. This year's winners are:

<b>Buzziest Booth:</b>	Guangzhou Tinci Materials Technology Co., Ltd
<b>Best Communications:</b>	Dow Corning Company
<b>Best Designed Shell Scheme:</b>	Hangzhou Boffo Import & Export Co., Ltd.
<b>Best Designed Raw Scheme:</b>	Innospec Limited Beijing Rep. Office

The Awards Ceremony will take place at PCHi 2012.



## PCHi 2012

The next edition of PCHi will be held in Shanghai at the World Expo Theme Pavilion from 27 to 29 February 2012. The venue was hailed by Lonely Planet in 2010 as a top international travel destination. Completed just recently in 2009, a unique characteristic of the pavilion is its solar energy system rooftop, the world's largest, which generates electricity to operate the venue. RSE chose this new venue in line with its commitment to continually provide the best to PCHi exhibitors and visitors.

For the next event in Shanghai, 75% of the floor area has already been booked, and for 60 companies, PCHi 2012 will be their fifth consecutive year of exhibiting at the show.

"We are thankful to the exhibitors that have been our faithful supporters all these years," shared Chan. "PCHi 2012 is in the very early stages of planning, but already it is drumming up excitement. We look forward to serving the industry even better come 2012. A few new elements were introduced at the recently concluded edition, and they have been successful. Our hope is to breathe even more fresh air into the next show, and see more regular exhibitors and visitors return to connect again at PCHi 2012."

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## **About PCHi**

The Personal Care and Homecare Ingredients (PCHi) trade show is China's dedicated trade event for ingredient suppliers to engage manufacturers of cosmetics, personal care and homecare goods to meet their growing production demands. PCHi is the one-stop platform for peer-to-peer information exchange of emerging market trends, technological innovations, new scientific developments and updates on international regulations, underpinned by quality service standards. The show is organised and managed by Reed Sinopharm Exhibitions, in association with the In-Cosmetics series of events. [www.pchi-china.com](http://www.pchi-china.com).

## **About Reed Sinopharm Exhibitions**

Reed Sinopharm Exhibitions Co. Ltd (Reed Sinopharm) is a joint venture between Sinopharm, the largest state-owned pharmaceutical group in China, and Reed Exhibitions, the world's leading organiser of trade and consumer exhibitions with a portfolio of over 460 events in 32 countries. As the leading professional, specialised trade show and conference business organiser of medical, healthcare and pharmaceutical events in China, Reed Sinopharm covers the entire supply chain and is dedicated to the medical, pharmaceutical and healthcare industry sectors. Reed Sinopharm organises and manages numerous exhibitions and fairs including CMEF, API China, PharmChina, ExpoLab and TCMEEx that rank among the largest in its niche sectors worldwide. [www.reed-sinopharm.com](http://www.reed-sinopharm.com)

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