



China's Only Personal Care and Homecare Ingredients Show Poised for Stalwart Growth in 2010

*Indications of a global market recovery fuels PCHI organizers' confidence in
enlarging the show's popular features in 2010*

Beijing, China (2009) – Leading trade show organizer and industry frontrunner, Reed Sinopharm Exhibitions, is expanding PCHI's overall exhibition area by 16% and upsizing popular features such as the New Technology Feature Area and industry conference program. The event will be held from 10 to 12 March, 2010 at the Shanghai Everbright Convention & Exhibition Center.

"We are optimistic about a global market recovery, fuelled by continued growth in the Asia Pacific region led by China which accounts for between 20 to 38% of the global skincare and hair care market," said Jason Li, PCHI Project Manager. "To date, 82% of exhibition space at PCHI 2010 has been sold, and we are enlarging the scale of our programs in order to meet customers' goals for new business in the upcoming financial year."

Benefit from Pre-Registering Early at PCHI

With approximately 70 million international and Chinese visitors flocking to the World Expo 2010 event held over six months in Shanghai, Reed Sinopharm Exhibitions is expecting a surge in visitor numbers at PCHI 2010. As the only event in China focusing on personal care and homecare ingredients, PCHI attracts high-level decision makers in the C&T industry such as procurement specialists, formulators, cosmetic scientists, laboratory managers, and key international media.

To gain free access to this leading trade show and tap into a myriad of networking opportunities, visitors are encouraged to pre-register online at PCHI's newly revamped website www.pchi-china.com. Early-bird benefits include a waiver of the RMB100 onsite registration fee, access to the **PCHI Cybrary** (a comprehensive research database), and free usage of the **PCHI Online Scheduler** to set up business appointments with important prospects prior to the show. Online pre-registration closes on 3 March, 2010.

Receive Industry Recognition at PCHi

Exhibiting companies that wish to highlight their most innovative products and technologies will be able to do so at the **New Technology Feature Area**, a specially demarcated zone in the show hall. The organizers will allow five exhibitors to benefit from this brand-building opportunity. A special panel of independent industry professionals made up of cosmetic scientists, association heads and top editors will be short-listing a total of five entries, with the best submission awarded the PCHi Best New Technology Award.

Gain Market Insights at PCHi

The **PCHi Conference Program** is angled towards helping global and Chinese domestic companies with a strong stake in China identify business opportunities and learn about pertinent market developments. Responding to attendee requests for specialized knowledge on *Skin-ceuticals* and *Application of Traditional Chinese Medicine in C&T*, PCHi organizers are offering these two new topics as part of the conference lineup.

The three-day PCHi Conference covers a robust pool of programs including an in-depth *Technology Conference* focusing on new innovations, a *Regulatory Summit*, a *Formulators' Workshop*, a *Marketing Trends* seminar, and a series of *New Technology Sessions*.

The *New Technology Sessions* are full-day presentations held in the show hall for exhibitors to introduce their newest products and technologies. These sessions provide an ideal opportunity for exhibiting companies to highlight their leadership position in the field of ingredient innovations. Each session per exhibitor lasts one hour and runs throughout the duration of the show. To maximize attendees' learning experience, entry to these specialized seminars is free. For more information on how to secure a speaking slot at the New Technology Sessions, visit www.pchi-china.com.

Networking with the Biggest Players

Attendees can look forward to mingling with a pool of VIP buyers when they visit the show as part of PCHi's **Hosted Buyers Program**. This highly successful initiative, fully sponsored by the show organizers, is a key highlight of the event as it offers participants the opportunity to network with the right decision-makers and reap a potential return of investment.

PCHi Project Manager, Jason Li, shared, "These value-added programs have been instrumental in attracting only the highest level, quality attendees to our show which truly differentiates PCHi from other personal care events in the region."

"We feel privileged to have a majority of past exhibitors returning to next year's edition including bellwether companies Dow Chemical, Guangzhou Tinci, Dow Corning, Evonik, Wacker, Merck and new participants Clariant Chemicals, Northstar Lipids, BB C&F, Ltd, Shanghai Jiexitongshang Trading, ACT, CQV, Eco Oil Argentina S.A., Feixiang Chemicals. Coupled with the positive economic outlook, I'm confident that the trading and networking environment at PCHi 2010 will be equally, if not more vibrant than before."