

己日己日 SHANGHAI INTERNATIONAL PERSONAL CARE EXPO 上海国际个人护理用品博览会

SHANGHAI NEW INTERNATIONAL EXPO CENTRE

上海新国际博览中心

August 7-9,2024

<u>熟計</u>Invitation

SHANGHAI

CREATE A NEW PERSONAL

CARE HEALTHY ECOSYSTEM

Aug.









2024/03/05-07 南丰国际会展中心 2024/05/30-06/01 雅加达国际展览中心 Jakarta International Expo 2024/12/17-19 阿联酋迪拜世贸中心 Dubai World Trade Centre

INTRODUCTION

Driven by both new consumption and consumption upgrading, the scale of the personal care industry continues to grow. How to realize the integration of the whole industry chain through all channels, obtain the latest procurement information and bidding opportunities, and seek the sound development of the industry?

2024PCE Shanghai International Personal Care Expo actively respond to the development demands of the industry, in 2024 August 7-9 held in Shanghai New International Expo Centre. Bringing together authoritative experts in the industry, focusing on new resources of the industry, 50,000 square meters of exhibition area, it is expected to include 1200 high-quality exhibitors covering the whole industry chain, and a total of more than 50,000 professional visitors. Exhibitors cover supply chain, brand owners, ecological resources and other fields of personal care products, exhibits more rich content, more complete categories. At the same time, many industry summits and forums will be held to interpret market trends, technology applications, laws and regulations.

Connecting the core markets in South China and East China represented by Guangzhou and Shanghai, as well as overseas markets in Jakarta, Indonesia and Dubai, United Arab Emirates, PCE Yinghe Personal Care Expo links global innovation resources, discusses and researches together, and creates a new ecological circle of personal care industry.



SCOPE OF EXHIBITS

Oral care products: toothbrush, toothpaste, tooth powder, tooth sticker, dental floss, dental cleaner, mouthwash, oral spray, chewing gum, electric toothbrush, electronic products such as dental irrigator, and related supporting products, etc.;

Cleaning products: shampoo, body wash, hand sanitizer, laundry detergent, laundry gel, soap, dish soap, etc.;

Personal beauty and health appliances: beauty instrument, hair dryer, razor, hair clipper, hair straightener/curler, eye care massager, eye massager, health scale, humidifier, etc.

Hygiene care products: toilet paper, facial tissue, kitchen paper, diaper, wet wipe, sanitary napkins, cotton towel, etc.;

Maternal and child care products: moisturizer, shampoo and body soap, buttock cream, talcum powder, anti-wrinkle cream, olive oil, pregnancy skin care products, radiation protection products, etc.;

Health products: health pillow, fascia gun, smart toilet seat cover, foot bath, foot massage machine, body underwear, intimate care product, etc.;

Skin care products: facial mask,facial cleaser, makeup remover, toner, lotion, Serum, cream, lip balm, sunscreen, eye care, essential oils, perfumes, facial cleansing tools, etc.;

OEM/ODM and other manufacturers with related raw and auxiliary materials, product packaging and equipment, etc.



EXHIBITION COSTS

CHINA		STANDARD EXHIBITION BOOTH (3MX3M)		SPECIAL BOOTH/M2	
		GUANGZHOU	SHANGHAI	GUANGZHOU	SHANGHAI
CHINESE ENTERPRISES		13500CNY	13500CNY	1350CNY	1350CNY
INTERNATIONA ENTERPRISES	-	3500USD	3500USD	350USD	350USD

Note:

- 1. For raw space renting, 36 square meters minimum per booth, only exhibition space offered (including 24-hour cleaning/security services), without display racks and appliances.
- 2, Double opening standard booths are charged 10% extra.

INTERNATIONAL	STANDARD EXHIBITION BOOTH (3MX3M)	TWO SIDES OPEN	REGISTRATION FEE
(JAKARTA DUBAI)	39800CNY	3980CNY	3000CNY/company

PART OF EXHIBITORS



EXHIBITOR TESTIMONIALS

WEIMEIZI

As the leading brand of children's oral care in China, SkayKids has specially designed the new product of probiotic agespecific toothpaste according to the oral and dental development characteristics of children of different ages. We also want to enhance the exposure and attention of our new product of probiotic age-specific toothpaste for children through the professional personal care exhibition, PCE. There are a lot of audience for on-site consultation, and it has also played a good promotion effect.

KESITINA

Because PCE Shanghai International Personal Care Expois focused and professional, participating in PCE is in line with our company's development planning needs; At the same time, I also got to know the elite of the entire industry supporting enterprises in three days there, which is a very worthy display platform. I sincerely congratulate Shanghai International Personal Care Expo on promoting the healthy development of the industry, and doing better and better.

HUANXING TECHNOLOGY PCE Personal Care Expo is a professional industry exhibition, there are many similar brands to participate in the exhibition, which is a good opportunity to communicate and cooperate with the brand, and many visitors are engaged in the care industry personnel, potential customers more clearly targeted, can expand wake up in the care industry visibility, bring more potential customers.

INTCO MEDICAL The professional exhibition is relatively accurate for our product exposure, because our product line is also expanding to the personal care category, the exhibition is a chance to display and learn, we not only had a sales team to come, but also a product and design team to show. Compared with other publicity methods, the exhibition is 1V1, closely, holding the product to speak which is more efficient; A comprehensive display of our products can also find more opportunities. Wish this exhibition can be a complete success, better and better!

VISITORS STATISTICS

VISITORS BY GEOGRAPHICAL ORIGINS



VISITORS FEEDBACK

93% Concluded the exhibition from good to excellent.

94%) Would visit Personal Care Expo

(88%) Willing to recommend Personal Care Expo to industry friends.

Recognized the importance of Personal Care Expo to his/her business.

Graded the quality of exhibitors from good to excellent.

VISITORS BY BUSINESS SECTORS

Wholesaler, Agent, Distributor, Trader, Retailers, Importer;

57.92%

Manufacturers, R&D personnel, brand owners and purchasers of personal care products

Supermarkets, stores, department stores, hotels, etc.

Nursing training institutions, and R&D institutions, etc.

Purchasers of e-commerce platforms, wechat business groups, new retail platforms, etc.

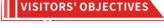
Personal Care industry association, industry media, mass media and we media, etc.

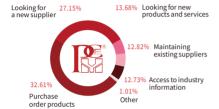
Nursing products specialty stores, chain stores, beauty/hairdressing/nail salon, Government agencies, industry

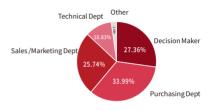
plastic surgery/medical beauty institutions,

associations, chambers of commerce, etc.

Visitors by Job Function







CONCURRENT ACTIVITIES



ONLINE PROMOTION









OFFLINE PROMOTION











PCE GLOBAL SERIES EXHIBITION





- · ARE: 12,000 m2
- · EXHIBITORS: 300+
- ·BUYERS: 18,000+
- .2024.03.05-07
- ·ARE: 50,000 m²
- ·EXHIBITORS: 1200+
- ·BUYERS:50,000+
- .2024.08.07-09





- · EXHIBITORS: 850+
- ·BUYERS:27000+
- · ORDER BUYERS: 7000+
- .2024.05.30-06.01
- · EXHIBITORS: 710+
- ·BUYERS:14000+
- ·ORDER BUYERS: 4600+
- ·2024.12.17-19

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