

2024 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

邀請函
Invitation

SHANGHAI

CREATE A NEW PERSONAL
CARE HEALTHY ECOSYSTEM

Aug.



Guangzhou Station

2024/03/05-07

南丰国际会展中心

Nan Fung International Convention & Exhibition Centre

Jakarta Station

2024/05/30-06/01

雅加达国际展览中心

Jakarta International Expo

Dubai Station

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

VISITORS BY BUSINESS SECTORS

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

57.92%

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

4.25%

Supermarkets, stores,
department stores, hotels, etc.

18.52%

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

2.92%

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

7.76%

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

2.17%

Nursing products specialty stores,
chain stores, beauty/hairdressing/nail salon,
plastic surgery/medical beauty institutions,

5.18%

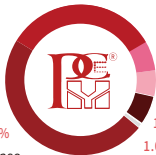
Government agencies, industry
associations, chambers of commerce, etc.

1.28%

VISITORS' OBJECTIVES

Looking for
a new supplier 27.15%

Looking for new
products and services 13.68%



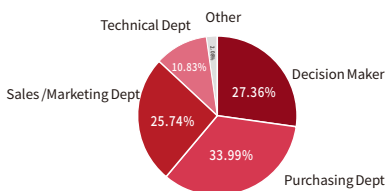
32.61%
Purchase
order products

12.82%
Maintaining
existing suppliers

12.73%
Access to industry
information

1.01%
Other

VISITORS BY JOB FUNCTION



CONCURRENT ACTIVITIES



ONLINE PROMOTION

SOCIAL NETWORK PROMOTION



COMMUNITY MARKETING



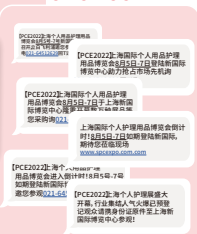
MEDIA COOPERATION



EDM PROMOTION



SMS PUSH



OFFLINE PROMOTION

ATTEND INDUSTRY EVENTS



OUTDOOR ADVERTISING



OFFLINE PROFESSIONAL MARKETING PROMOTION



PRECISE BUYER'S OFFER



SHANGHAI

上海



PCE GLOBAL SERIES EXHIBITION



PCE GUANGZHOU

- ARE: 12,000m²
- EXHIBITORS: 300+
- BUYERS: 18,000+
- 2024.03.05-07



PCE SHANGHAI

- ARE: 50,000m²
- EXHIBITORS: 1200+
- BUYERS: 50,000+
- 2024.08.07-09



PCE JAKARTA

- EXHIBITORS: 850+
- BUYERS: 27000+
- ORDER BUYERS: 7000+
- 2024.05.30-06.01



PCE DUBAI

- EXHIBITORS: 710+
- BUYERS: 14000+
- ORDER BUYERS: 4600+
- 2024.12.17-19

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