

LUXEPACK SHANGHAI

4th edition

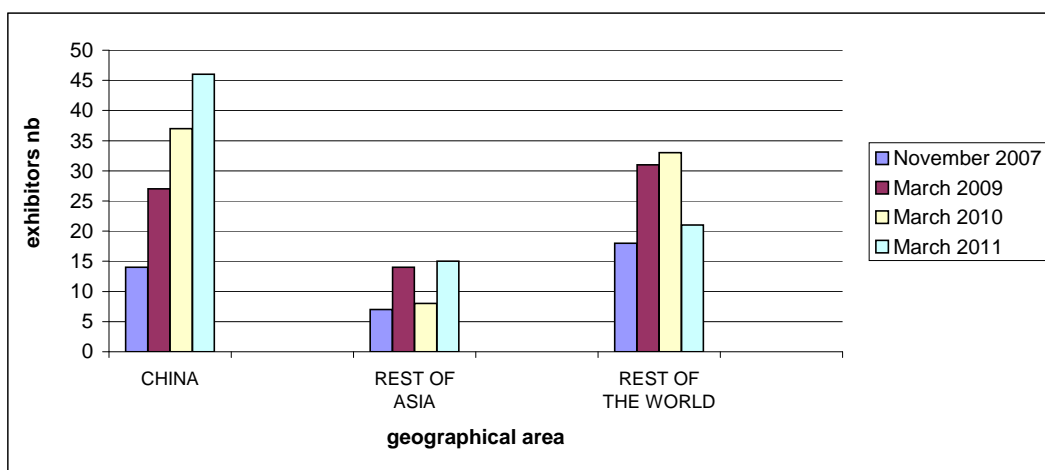
MARCH 29 & 30, 2011

Shanghai International Convention Center

SHOW REPORT

EXHIBITORS

	November 2007	March 2009	March 2010	March 2011
CHINA	14	27	37	46
REST OF ASIA	7	14	8	15
REST OF THE WORLD	18	31	33	21
TOTAL	39	72	78	82



As per the after-show survey the largest majority of the exhibitors have met their objectives of participation (classification according to satisfaction):

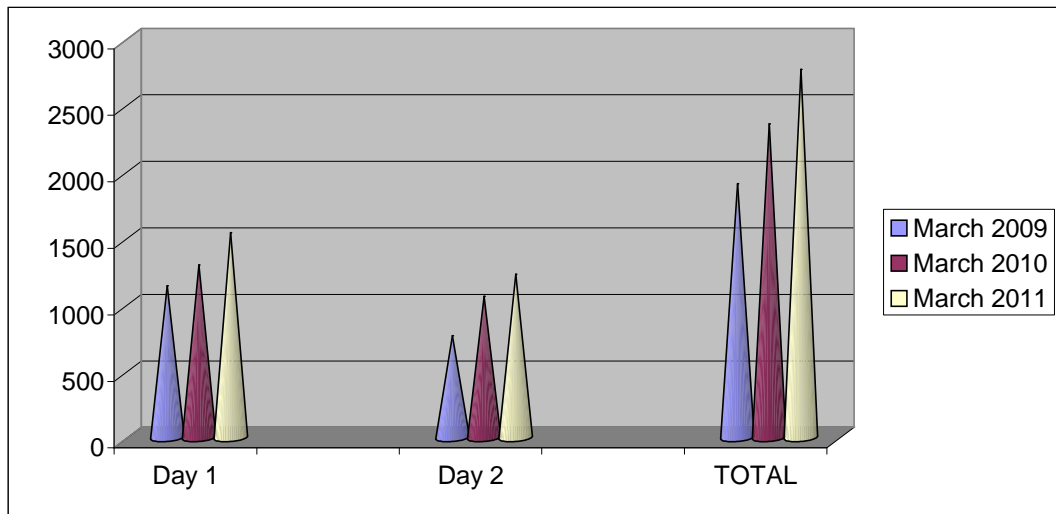
1- demonstrate new products, 2 - find new clients, 3 - develop company's image, 4 - meet with existing clients

Among those exhibitors 55% consider that they made up to 50 valuable contacts, 24% have made approximately 100.

VISITORS DAILY ATTENDANCE

Luxe Pack Shanghai is becoming a benchmark event and continues its progression welcoming even more visitors in 2011: +17% compared to 2010.

	March 2009	March 2010	March 2011
Day 1	1142	1297	1541
Day 2	766	1061	1228
TOTAL	1908	2358	2769 (+17%)



VISITORS - COUNTRY BREAKDOWN (%)

In 2011 Luxe Pack Shanghai visitors came from 45 different countries, China representing 85% of the total number of attendees.

	March 2009	March 2010	March 2011
CHINA	90	89	85
REST OF ASIA	5	5	10
REST OF THE WORLD	5	6	5

CHINESE VISITORS - PROVINCE BREAKDOWN (%)

CHINESE PROVINCE	%OF VISITORS
Beijing	4,33
Guangdong	6,88
Jiangsu	7,9
Liaoning	1,4
Shanghai	67,86
Zhejiang	6,45
Others	5,18

VISITORS TYPE

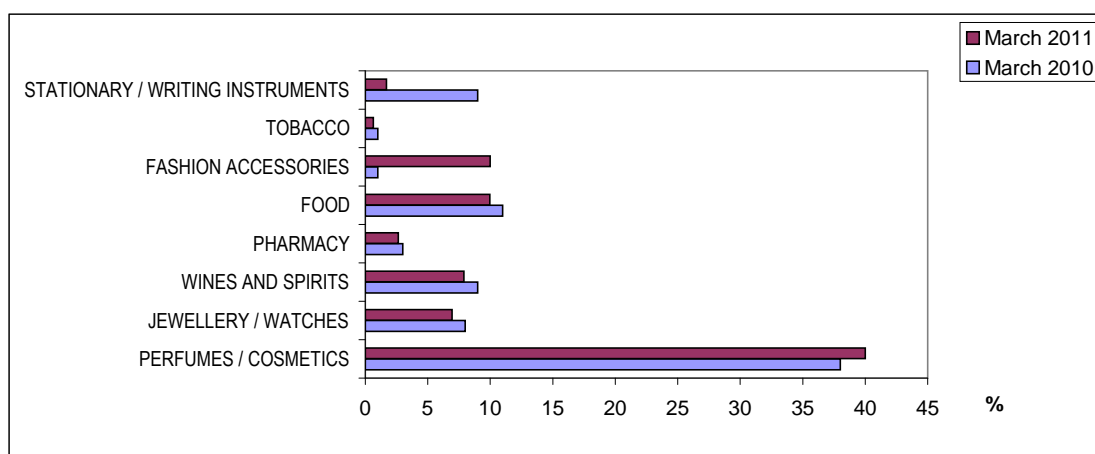
According to the 2011 survey, 70% of the visitors mainly come to find new suppliers and 69 % want to see innovations and new packaging designs and technologies.

LUXURY COMPANIES BREAKDOWN (%)

	March 2010	March 2011
1. Chinese brands	51	57
2. foreign brands	21	23
3. international brands owing a subsidiary or a factory in China	18	20
4. did not specify.	10	

VISITORS' ACTIVITY (%)

	March 2010	March 2011
PERFUMES / COSMETICS	38	40
JEWELLERY / WATCHES	8	7
WINES AND SPIRITS	9	8
PHARMACY	3	3
FOOD	11	10
FASHION ACCESSORIES	1	10
TOBACCO	1	1
STATIONARY / WRITING INSTRUMENTS	9	2
OTHERS	20	20



VISITORS POSITION (%)

51% of the visitors are decision makers as regards packaging development and purchase.

	March 2010	March 2011
CHAIRMAN / GENERAL MANAGER	18	17
MARKETING / COMMUNICATION	15	17
PURCHASING	16	17
PRODUCTION / TECHNICAL	4	4
SALES	11	10
ADMINISTRATION	2	1
R & D	6	7
DESIGN DPT	22	17
OTHERS	6	10

