

# LUXE PACK SHANGHAI

**MARCH 30 + 31, 2010**

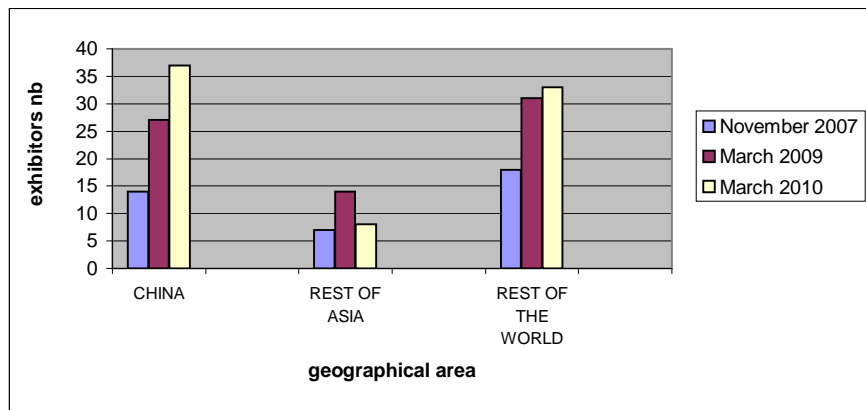
**Shanghai International Convention Center**

## **SHOW REPORT**

## EXHIBITORS 2010

	November 2007	March 2009	March 2010
CHINA	14	27	37
REST OF ASIA	7	14	8
REST OF THE W	18	31	33
<b>TOTAL</b>	<b>39</b>	<b>72</b>	<b>78</b>

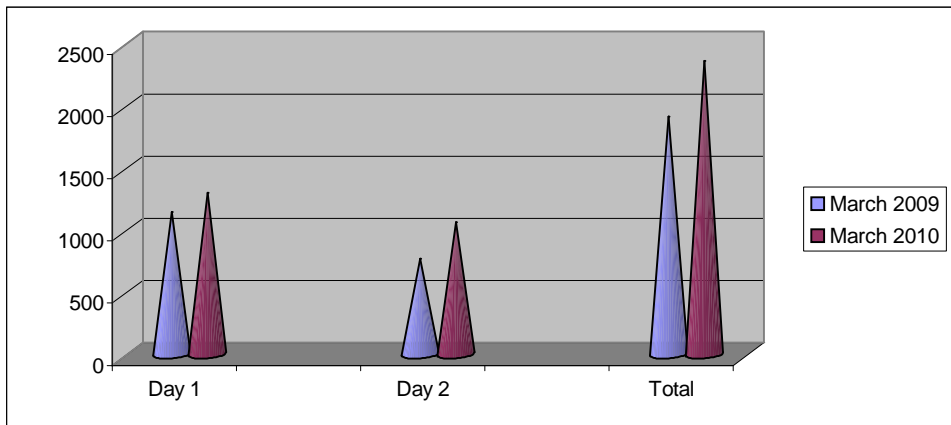
According to an after-show survey the exhibitors have made an average of 20 to 50 useful contacts considering that they could enter into business relationships with them in the medium term. From these exhibitors 10% even made deals on the show.



## VISITORS DAILY ATTENDANCE

Luxe Pack Shanghai has attracted even more visitors for its 3rd edition, with a progression of nearly 24% compared to 2009 which proves the legitimacy and the credibility of such an event in China.

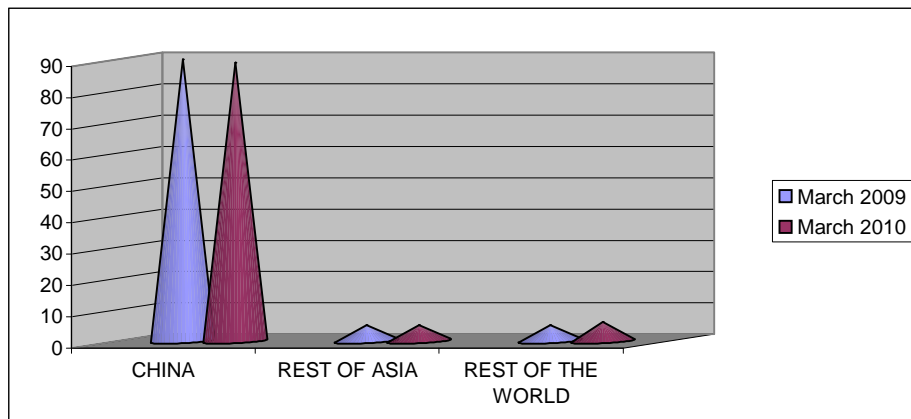
	March 2009	March 2010
Day 1	1142	1297
Day 2	766	1061
<b>Total</b>	<b>1908</b>	<b>2358</b> (+ 23,58%)



### VISITORS - COUNTRY BREAKDOWN (%)

In 2010 Luxe Pack Shanghai visitors originated from 33 different countries with a majority coming from China (89% of all visitors).

	March 2009	March 2010
CHINA	90	89
REST OF ASIA	5	5
REST OF THE WOR	5	6



### CHINESE VISITORS - PROVINCE BREAKDOWN (%)

89% of visitors came from China, and mostly from the province of Shanghai. 31 Chinese provinces have been represented in 2010 v/s 21 in 2009.

CHINESE PROVINCE	%OF VISITORS
Beijing / 北京	3,04
Guangdong / 广东	7,99
Jiangsu / 江苏	9,85
Shanghai / 上海	61,75
Zhejiang / 浙江	7,33
Others	10,04

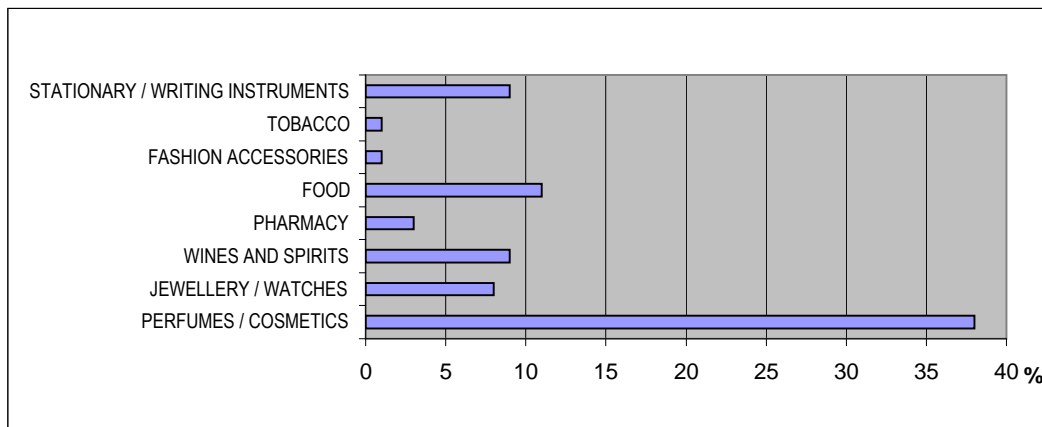
## LUXURY FIRMS BREAKDOWN

Luxe Pack Shanghai is dedicated to medium and luxury brands. In 2010 visitors represented

> Chinese luxury companies or brands	51%
> foreign brands	21%
> international brands owing a subsidiary or a factory in China	18%
> 10% did not specify.	

### VISITORS - ACTIVITY (%)

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



## VISITORS POSITION (%)

Once more at Luxe Pack, quality of visitors has to be underlined; indeed nearly 50% were decision makers who came with short-term projects in hands (as per exhibitors testimonials).

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

