

LUXE PACK Shanghai, the second edition

Lead the luxury packaging fashion once again in Asia

The second edition of LUXE PACK Shanghai launched with its new appearance from 17th-18th of March 2009 in Shanghai International Convention Center and led the luxury packaging fashion once again in Asia,

Luxe Pack Shanghai 2nd edition has provided totally 72 stands, 41,67% exhibitors are from Europe, 37,5% are from China, 19,44% are from the rest of Asia. Compared to 40 stands in 2007, this edition has attracted high attention of professionals and gained an amazing increase of 56% against last edition!

The exhibitors of Luxe Pack Shanghai 2009 cover all different fields of packaging industry: box manufacturer (26%), designer (18%) , suppliers of the raw materials manufacturers of tubes and pots (11%), as well as manufacturers of paper bags, displays, printers and manufacturers of labels .

While the show finished, exhibitors said that LUXE PACK Shanghai is the best stage to show their know-how and to seek business opportunities. During the 2 day exhibition, exhibitors have welcomed countless curious visitors and succeed to get in contact with some very important buyers. Three exhibitors (CHALEYER ET CANET, FOREZ EMBALLAGE, MAX FAME) have even received the signed purchasing orders exhibition!

Exhibitors got these excellent results thanks to the "High end and Professional" position of LUXE PACK Shanghai. According to the latest statistics, all visitors of LUXE PACK Shanghai 2009 are from sectors that work closely with luxury packaging, 43,48 % of visitors are from cosmetics and perfumes sector, 12,48% from jewelry and watches, 8,13% from Wines and spirits, 8,51% from fashion accessories and 9,81% from other luxury products sector. Moreover, those professional visitors are most of time decision-makers and purchasers from the national and overseas luxury brands, including CEO/President/Vice President (16, 14%), purchasing managers (14, 47%) and marketing managers (18, 27%). Those professional visitors have visited the best firms in packaging industry and prepared for the collaboration in the future,

As to the quantity, the number of visitor has registered an amazing record too. More than 1300 professionals from 32 different countries all over the world have visited the official website of Luxe Pack and registered as visitors. The number reached 1142 at the end of the first exhibition day which has already passed the total visitors of LUXE PACK Shanghai 2007. Finally, LUXE PACK Shanghai 2009 has attracted 1908 professional visitors, an increased of 204% against last session!

Except being the platform for the professional exhibitors and visitors, LUXE PACK Shanghai, 2nd edition is also a stage for the creative events- 3 innovative mini exhibitions

were held in Luxe Pack Shanghai 2009 (Taiyo Cup Label awards, Pent awards, Innovation gallery). These events displayed the very best design in packaging industry and showed us the seduction when luxury meets creation

In the other hand, the rich, comprehensive and multinational conference program presented by LUXE PACK Shanghai 2009 has attracted countless audiences. National and international experts have discussed together the current issues in the future of luxury packaging industry such as Chinese luxury market's development, International brand strategy in China as well as growth strategy of Chinese local luxury brands, the concept of sustainable packaging and the innovative solutions to fight against counterfeiting.

Generally speaking, LUXE PACK Shanghai 2009 has gained a great success and let us expect the next edition in March 30-31, 2010 to bring us more luxury packaging fashion!

About LUXE PACK

Luxe Pack was created by IDICE in France in 1988; it has become now one of the most authoritative international exhibitions in the luxury packaging industries. After have conquered the European and American market, Luxe Pack landed in China in 2007 and was considered as the only platform for the luxury and the packaging creation in Asia.