

LUXE PACK

SHANGHAI

VISITORS REPORT

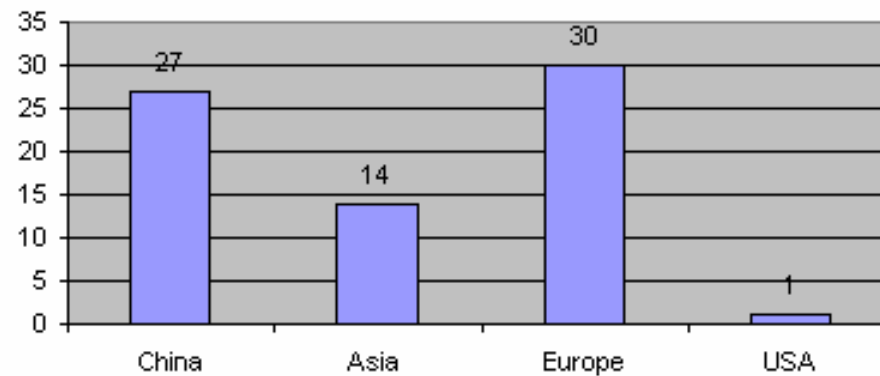
17, 18 March 2009



Exhibitors 2009

By geographical area	Total	%
China	27	37,50%
Asia	14	19,44%
Europe	30	41,67%
USA	1	1,39%
Total	72	100,00%

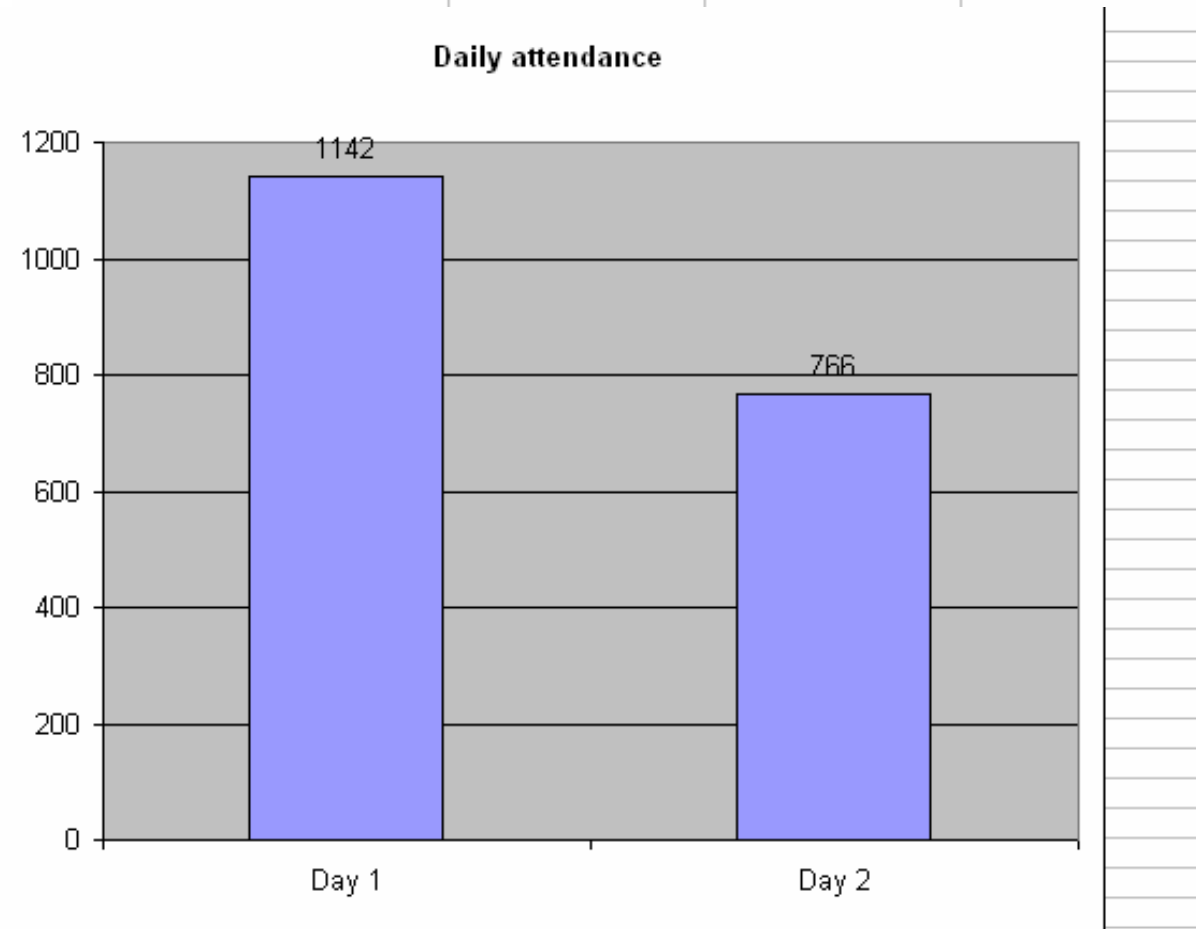
Exhibitors breakdown by country



Visitors Daily Attendance

	Day 1	Day 2	Total
Daily attendance	1142	766	1908

A huge progress has been made in 2009 in terms of visitors quantity: 1908 v/s 936 for the first edition of Luxe Pack Shanghai,

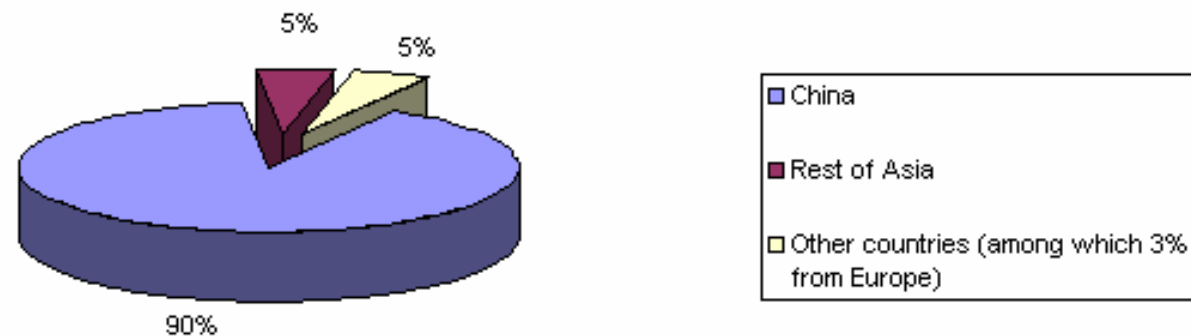


Country Breakdown

Visitors came from a total of 32 countries, with the largest portion being represented by China with 90% of all visitors.

Attendee By Geographical area	%
China	90
Rest of Asia	5
Other countries (among which 3% from Europe)	5

Cumulative Breakdown of Countries



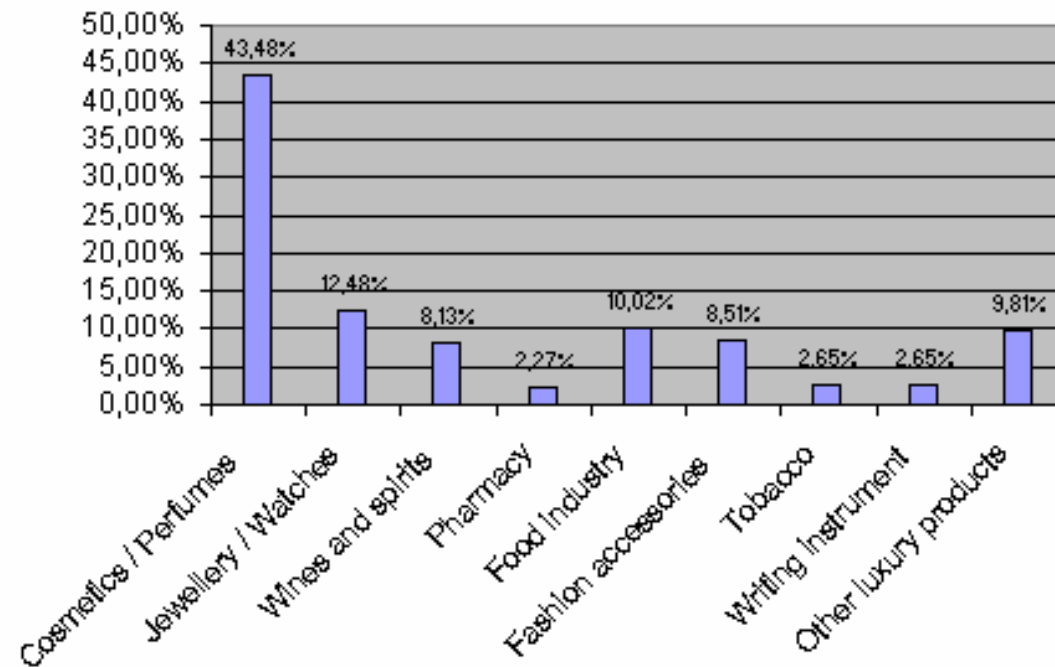
Chinese Mainland Provinces

Mainland Chinese visitors made up the largest proportion of the attendees with 90% of all visitors. The province most represented is Shanghai with 42,73% of all mainland visitors. 21 provinces have been represented this year against 15 for the first edition in November 2007.

Attendee By Geographical area	%
Beijing	1,40
Fujian	0,38
Guangdong	4,53
Guizhou	0,06
Hainan	0,32
Hebei	0,13
Heilongjiang	0,13
Henan	0,06
Hubei	0,26
Hunan	0,26
Jiangsu	5,23
Jiangxi	0,06
Jilin	0,06
Liaoning	0,89
Shaanxi	0,06
Shandong	0,19
Shanghai	42,73
Shanxi	0,06
Sichuan	0,07
Zhejiang	3,13
Others	39,99

Luxury Firms Breakdown

	%
Cosmetics / Perfumes	43,48%
Jewellery / Watches	12,48%
Wines and spirits	8,13%
Pharmacy	2,27%
Food industry	10,02%
Fashion accessories	8,51%
Tobacco	2,65%
Writing instrument	2,65%
Other luxury products	9,81%



Visitors Fonction

	%
Chairman/President/Vice-President	16,14%
Marketing / Communications	18,27%
Purchasing	14,47%
Production / Technic	11,69%
Sales	8,16%
Management/ Administration	6,59%
R & D	7,24%
POS Purchasing	2,88%
Other	14,56%

Among the service companies 50,58% were design agencies and 24% marketing

