

Press release
May 31st, 2011

Luxurious ceremony, opening gorgeous

—The 4th edition of LUXE PACK Shanghai

The Asian leading luxury packaging exhibition——LUXE PACK Shanghai successfully closed on 30th March, 2011 in Shanghai International Convention Center, and showed once again a magnificent feast to industry professionals.

As a key Asian layout of LUXE PACK's global strategy, LUXE PACK Shanghai successfully attracted top companies around the world to participate in actively with its unique market position. At the same time, LUXE PACK's international background brought visitors from 45 countries and regions onsite. This is a high-end party for luxury packaging industry, exhibitors demonstrate their latest product in the booth, the organizers also set a special area of "LUXE PACK innovation forum" to provide additional showcase for those exhibitors who continue to pursue innovation, adhere to the concept of environmentally friendly; the onsite participants got the latest industry information and effective news from 9 professional conferences and 1 symposium held during the two-day exhibition; Evening cocktail party created a comfortable, elegant atmosphere for those presents to communicate; Scottish bagpipe performance spread the enthusiasm around venue...

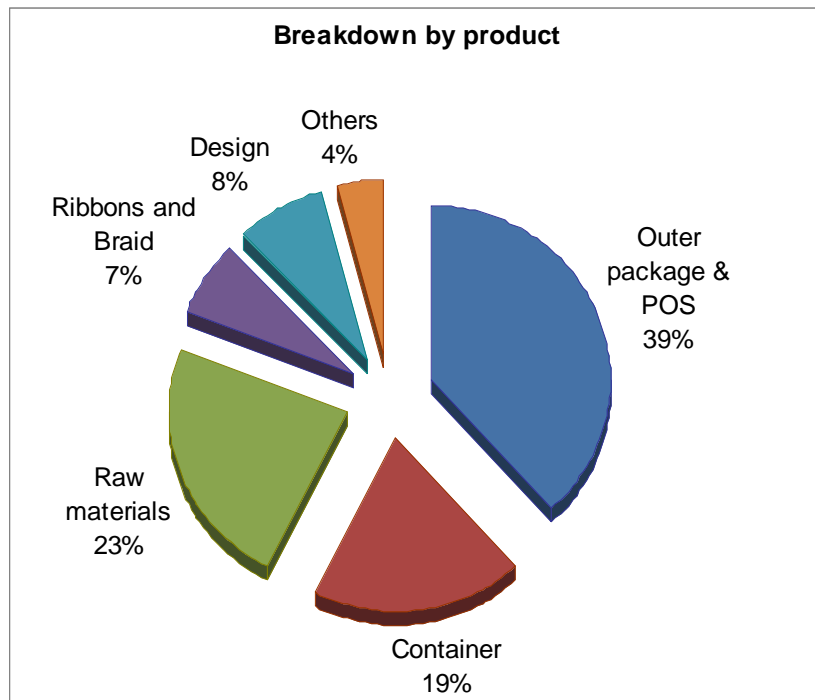


International top enterprises joined the festivity

Industrial leading companies around many countries and regions attended this feast, in which 74% are from Asia and 26% are from occident countries. With the booming international influence of Luxe Pack Shanghai, exhibitors from Asia attended the previous show kept their solid loyalty; moreover lots of high qualified Asian companies succeeded their first show this year, for example, Japanese manufacturers increased by 300% compared to last year. In occident countries, Luxe Pack attracted exhibitors from Unites States, Russia and Sweden to come to the show for the very first time.

Exhibitors cover every part of the luxury packaging supply chain. Out-packaging exhibitors took up around 39% include many high qualified companies such as Do International Dapy (France), Hucais printing (Mainland China), Knoll (United States), Korsnäs (Sweden), MW Luxury packaging (United Kingdom), Nisshinbo (Japan) etc. Fine containers exhibitors took up around 19% has companies such as Elcos (Korea), Euro Cosmetic Asia (Taiwan), Fusion Packaging (United States), Gaocheng high-art packaging (Mainland China), Socoplan – Iléos (France)etc. Raw material manufactures hold around 23% has companies such as CYP Specialty Paper (Mainland China), Fedrigoni asia (Hongkong), Neenah Paper (United States), Takeo (Japan), Thibierge & Comar (France), kurz (Germany) etc. High

end design institutions hold around 8% has Betc Design (France), CPDS (Russia), Global Brand&Design Solutions (GDS) etc. Besides, there are also around 7% ribbon and 4% other exhibitors.



Most of the exhibitors were very satisfied with the show according to the exhibitor feedback. New exhibitor Ing Wen precision said that during the two days' show, they met lots of old clients and also discussed with many potential clients. They felt that the LUXE PACK Shanghai was very delicate and high end, it gave exhibitors more opportunities to present their products and get exposure, LUXE PACK helped exhibitor to improve their brand image. Ing Wen will put LUXE PACK exhibition in their company schedule; they believe that next year the show will be even more brilliant. Loyal exhibitor shanghai Jingzhi thought that LUXE PACK shanghai brought business opportunity and also helped them catch on hot information and the upcoming trends in the industry through professional and high quality speeches.



Global luxury brands gather in LUXE PACK Shanghai

Thanks to the global brand background, LUXE PACK Shanghai attracted continually lots of luxury brands all over the world to come to the show. This year's luxury brands covered 45 countries, increased by 40% compared to the last edition, meanwhile visitor numbers increased by 20%. According to the

LUXE PACK SHANGHAI

official survey, 70% visitors came to the show to find new suppliers; they visited the targeted exhibitors with pertinence. And 69% visitors said that they came to see the industry creative products and the newly released packaging design and technology.

Onsite visitors were the decision makers from different areas of luxury industry, in which, near 40% were from cosmetic/perfume industry. International brands including Chanel, Dior, Unilever, L'oréal, Estee lauder attended the show as regular visitors, as well as Chinese brands including Herborist, Jala group, Shanghai vive and inoherb etc.



Fine food/medical/health-care products took up 13% of total visitors, such as Eden Chocolates, GE Healthcare, Conba, Wongcoco, Jing-tea, Mombacho etc. Clothing industry took up 10% including Italian brand PRADA, and also the new “made for China” brand “Shang xia” created by world luxury brand Hermes. Representative from “Shang xia” showed their high recognition even it was their first time to see the show, and they would pay close attention to LUXE PACK Shanghai. Online clothing brand VANCL specially organized a team to come to visit the show. Wine brands such as Diageo, Remy Cointreau, WULIANGYE, and CITIC GUOAN took up 8% of total visitors. Luxury Jewelry/Watch visitors took up 7% including brands such as Richard Mille Watches, CHJ Jewelry and CHG Jewelry. Besides, LUXE PACK Shanghai attracted also lots of visitors from tobacco, fashion accessories, artwork, luxury hotel and other luxury areas.



With the perfect curtain call of fourth session Of LUXE PACK Shanghai, the organizers have concluded the event and have started preparations for the next session.

Please pay close attention to global LUXE PACK exhibition information:

18th-19th May 2011 LUXE PACK New York 9th Edition

19th-21th October 2011 LUXE PACK Monaco 24th Edition

3rd – 4th April 2012 LUXE PACK Shanghai 5th Edition

To have more information, please visit official website: www.luxepackshanghai.com