

LUXE PACK SHANGHAI

LUXE PACK SHANGHAI 2012 BROUGHT FORWARD MARCH 28th & 29th

Press information - For immediate release
November 25th, 2011

LUXE PACK SHANGHAI wishes to announce that the 2012 edition will take place from **March 28th to 29th**, at the **Shanghai International Convention Center**, instead of April 3rd and 4th initially announced.

Behind this change of timing, is the recent official notice from the Chinese government, on the Tomb-Sweeping holiday: April 2nd-4th, 2012 will be legal holidays in China.

Chinese traditional festivals are always set by the lunar calendar, so the dates change every year. In addition, the Tomb-Sweeping Day has not been official holiday for a long time; it turns to be holiday recently, because the government intends to develop the domestic consumption.

As a consequence of this announcement, the 5th edition of LUXE PACK SHANGHAI is brought forward to March 28th- 29th (Wednesday and Thursday). The venue remains to be the Shanghai International Convention Center.

For more information, please visit our website: www.luxepackshanghai.com

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