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## LUXE PACK Shanghai 2012: one-of-a-kind successful story – A promising 5th edition

The introduction meeting of 5<sup>th</sup> LUXE PACK Shanghai exhibition was held on past December 1st. General Manager Mrs. Nathalie GROSDIDIER and Sales Manager Mrs. Danielle ROUSSEAU together with the related principals of China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts attended the conference.

After the global success of LUXE PACK Monaco and New York, the Premier Show for Creative Packaging came to China in 2007 and immediately turned to be a not-to-be-missed professional meeting leading the trend of global packaging industry with LUXE PACK Monaco and New York. The introduction meeting shared the history of LUXE PACK as well as the future projects for the show in Shanghai.



### A 10% increase in exhibitors expected

Based on the successful experience and great influence of the past four sessions, the 5<sup>th</sup> LUXE PACK Shanghai continues to grow. To date, virtually all booths are booked. 90 exhibitors are expected, which then will correspond to a 10% increase compared to last year.

Exhibitors originate from all over the world. International high-level packaging enterprises stampede to the event to present their exclusive new packaging solutions: Ileos Flexasia, Seram, Cent Degres (who designs for Givenchy and Herborist), SGD, Winter, Dapy Do (France), Tullis Russell, Clarifoil and James Cropper (Great Britain), Korsnas and Iggesund (Sweden); rank the best five in Asia, Japanese famous glass container manufacturer KOA Glass will also attend to present their high quality know how. Harry Allen Design (winner of the 2011 Platinum Pentawards), Bedford Tags, Neenah Paper (America), and many more...



Domestic leading packaging enterprises also gather and take part in the LUXE PACK "club". Taiwan Jiaxing will join in LUXE PACK Shanghai for the first time. Euro cosmetic Asia, who is a loyal exhibitor, will attend a seminar with high-end customers. INGWEN will present its special products which can be appreciated only at LUXE PACK Shanghai. Starlite powerfully comes back and show the top innovation of packaging print. Dongguan Jingli Can as a leading manufacturer of tin boxes will also be there for the 4<sup>th</sup> time. Famous top pack enterprise like Mingfeng,

Luxury Packaging, Shanghai Tobacco Package Printing, Fedrigoni, ribbons manufacture Bestpak Gifts & Crafts will all participate at the 5<sup>th</sup> LUXE PACK Shanghai and be part of the 90 exhibitors.

### A rich programme of conferences and animations

As the most selective and creative international packaging exhibition in China inheriting passion from LUXE PACK Monaco, the 5<sup>th</sup> LUXE PACK Shanghai present the “LUXE PACK in Green” award. A jury of experts including Mr. Sebban, Asia-pacific sourcing director of L'OREAL, Mr. Pinault, Asia-Pacific marketing manager of Camus Cognac, Mr. HUANG Li Chief Editor of Chinese magazine Package & Design, Mr. FENG Xiaohong, Deputy Director of China National Export Commodities Packaging Research Institute, and Mrs. HUANG Zaijia, a French-Chinese graphic designer, will elaborately select out the most eco-friendly product among the exhibitors' innovations, thus showing to all attendees the active strategies they're having in that field.

Professional conferences organized by LUXE PACK Shanghai run through the 2-days show. Around 10 conferences will be held by experts about various topics such as new packaging designs and materials, packaging technology, market information and trends, sustainability, etc. to offer visitors the most profound and professional industry angle and train of thought.



Creative pack display, innovative design and materials as well as potential business opportunities: all can be found on **March 28-29, 2012** at the 5<sup>th</sup> LUXE PACK Shanghai.

For more information, please visit: [www.luxepackshanghai.com](http://www.luxepackshanghai.com)

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