

Unprecedented success of LUXE PACK SHANGHAI A 24% increase of the number of qualified visitors

The 3rd edition of Luxe Pack Shanghai went off successfully on Mar 30-31, 2010 in Shanghai International Convention Center. The 2-day's event attracted numerous visitors, and brought us a visual and fashion feast. Here are the five highlights of the event.

Supplies and demands met and the signing rate increased.

In such a highly professional show, the majority of exhibitors are from the leading companies in luxury packaging industry. 50% of the visitors were decision makers who came with short-term projects in hands. According to an after-show survey the exhibitors have made an average 30 useful and promising contacts considering that they could enter into business relationships with them in the medium term. Some exhibitors even made deals on the show.

Exclusive exhibitors' demonstrations

The 78 manufacturers came from China mainland, Hong Kong, Taiwan, Japan, Korea, Singapore, France, Belgium, Spain, Germany and other countries. New exhibitors accounted for 42% of the total number, international exhibitors accounted for 53%. Most of them are renowned for their professional and high-end image, such as, fine papers producers (Mitsa, Fedrigoni, CYP Shanghai, Arjowiggins, Favini, and more...), manufacturers of glass bottles for perfumes (SGD, Verreries Brosse, Baralan, Beijing Gerresheimer, Hangzhou 3Star) and French design agencies (Aesthete, BETC design, cent degrés, Enjoy design, Linea design, Kikaya). Manufacturers also presented new know-hows such as:

Grapac Japan Co., Inc presented their original static 3D printing technology. Mr. Yumato, the president of the company once won the Japanese Invention Award, the Minister Award of Japanese Science & Technology and also received the Yellow Ribbon from Japanese Government.

Shanghai High-ART Package Co., Ltd, which is the partner of many excellent international and domestic enterprises (National cellar 1573, She De, Mou Tai, Nest Works, Tuo Pai etc) due to the red glaze painting & gold drawing technology, aimed at transmitting the unique Chinese art packaging skills to the world.

Aesthete, the French packaging design agency (references: Guerlain, Dior, Bulgari, Versace, Hera, Lanvin, Kanebo etc), also appeared on the scene with latest design which reflects the philosophy of environmental protection in the luxury industry, the Oriental Lounge is one of the design, it has been thought as all luxury product to be kept, and real luxury to be reusable.



Professional, outstanding and numerous visitors

The visitors are from 33 different countries, and the number increased by 24% compared to 2009. More than 38% of the visitors came from senior perfume/cosmetics industry, 17% came from the top jewelry and wine industry, 11% came from the high-end food industry. Those high level decision-makers not only wanted to discover innovative packaging solutions and seek out suitable partners, but also to exchange latest industry information.

Series of interactive activities

During the two-day exhibition, visitors not only enjoy the exquisite luxury packaging goods from around the world, but also could listen to eminent persons from home and abroad. 11 professional seminars have been held and highly attended. Among them: Jianfeng Pan, the director of SHType, explained how to integrate the traditional Chinese culture into the luxury industry from an artistic point of view.

Catherine TETU, the fashion & beauty consulting manager of Nelly Rodi agency, made a report about the prospects for the luxury industry after the economic crisis.

Vladimir Djurovic (Labbrand consulting) has analysed and commented the packaging design differences between China and the West.

Jean Maxence Granier (Thinkout Research and Consulting) presented a study about the evolution of Chinese middle and superior classes versus luxury brands.

Elie Papiernik (Centdegrés design agency, long-term partner of Chinese luxury brands) explained how to develop nice Chinese brands in co-creation between Paris and Shanghai.

And many other very successful conferences...



Industry development and environmental protection – Luxe Pack In Green

LUXE PACK Shanghai 2010 built a special “Luxe Pack In Green” area where the exhibitors could display their eco-friendly products.

The exhibition not only showed innovations and creative technology but also the high responsibility to the world's green economy and the natural ecological environment.

Luxe Pack in Green was the demonstration that manufacturers of packaging for luxury products are highly concerned with the nature and the environment and involved in its protection.



The organizers will go on improving LUXE PACK Shanghai so that it becomes the first choice for senior management in all kinds of luxury brands, and the only place where packaging and luxury meet.

Let's look forward to the 4th edition of Luxe Pack Shanghai on March 29 & 30, 2011

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