

LUXE PACK SHANGHAI

Press release
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LUXE PACK SHANGHAI 2012, unique key opening to the Chinese strategic luxury market

LUXE PACK, the international show hold as the premier event for creative packaging will land in Shanghai again for its 5th edition in April 2012. It will bring together industrial actors, packaging manufacturers, designers and brands at the Shanghai International Convention Center. Nathalie Grosdidier, General Director of LUXE PACK MONACO, NEW YORK and SHANGHAI draws the curtain on the new edition.



LUXE PACK SHANGHAI is a promising professional trade show; how do you analyse its success?

The LUXE PACK concept has proven to be relevant everywhere. Business and networking efficiencies are being enhanced by the focused goal of this event. Exhibitors have been selected, conferences deliver high level content and inspiration is going around each corner of the exhibition.

On the one hand actors of the packaging industry have understood that LUXE PACK in Shanghai is a key opening to penetrate this demanding strategic market. On the other hand it is also recognized as the best exchange platform between Western and Eastern cultures.

This show is like no other and has proven to be the meeting place that the entire profession was waiting for.

What makes LUXE PACK SHANGHAI different from any other shows?

It is organized the same way as LUXE PACK New York; it is a one-of-a-kind event: a boutique-like show where business and conviviality are closely combined.

Moreover, LUXE PACK highlights creative packaging dedicated to all luxury sectors. And this is really an added value for all exhibitors and visitors. This is a true opportunity to broaden everyone's outlook, to get inspired from another demanding market and to adapt a trend or an innovation that has emerged from another luxury industry.

The other difference comes from selection: selection in exhibitors but also in visitors. Our strict entrance policy guarantees high quality of visitors.

Can you already disclose any news about the 2012 edition?

First of all the 5th edition of Luxe Pack Shanghai will bring together more exhibitors and visitors than ever and every sqm of the exhibition hall at Shanghai International Convention Center will be exploited!

The content of the show is not fixed yet but packaging design and trends will be at the heart of panels and workshops. A famous Chinese designer working for luxury companies and museums has accepted to be one of our LUXE PACK SHANGHAI 2012 guests: Mrs Zaijia Huang, a Chinese designer working in France will bring her vision on design and give evidence of her experience along with one of her prestigious customers.

And we are building partnerships for example with l'Ecole de Design de Nantes-China Campus and the renowned French trends agency Style Vision that has set their new office in Shanghai a few months ago and has been working in Asia for years with international brands.

Other dedicated areas will bring inspiration such as the Innovation Forum – a display of technological innovations and eco-friendly packagings, and the Luxe Pack in Green Awards ceremony on April 3rd.

LUXE PACK SHANGHAI: April 3-4, 2012 -Shanghai International Convention Center

For more information, visit our website: www.luxepack.com

Press contacts:

CHINA

Ms ZHENG

Tel.: 021 51692006-818

Email: alice@adventi.com.cn

EUROPE

Ms LANTERI

Tel.: 00377 97 77 8560

Email : mlanteri@idice.mc