



Press release  
January 20<sup>th</sup>, 2011

## LUXE PACK SHANGHAI 2011: An ever-more powerful event!

**After 3 successful exhibitions, the 4th luxury goods packaging showcase for Asia, Luxe Pack Shanghai, will take place on the 29 and 30 March 2011.**

**Making the most of the reputation of Luxe Pack Monaco and New York, Luxe Pack Shanghai continues its progression, offering a formidable opening into the burgeoning Chinese luxury market.**

### China, a structured, burgeoning, luxury market

China demonstrates strong growth in the luxury goods market. At the same time, the market is becoming more structured and refined in its demands: differentiation of products at point of sale thanks to packaging, reductions in packaging weights and eco-design, development of intelligent packaging technology (visual, sensorial, anti-forgery...)

With all this in mind, it seems logical to offer a global vision of luxury goods packaging solutions, adapted for the Chinese consumer and legislator. Luxe Pack Shanghai offers both solutions and tips for better comprehension.

### Luxe Pack Shanghai: an ever-more powerful event

Luxe Pack, a global network dedicated to discovering and revealing trends and innovations, is holding its 4<sup>th</sup> Shanghai exhibition on the 29 and 30 March 2011.

The constant progression of this exhibition, as well as its renown in Asia and across the world continues to grow.

As proof of this fact, more than 70% of previous exhibitors are returning in 2011, and new exhibitors from the USA and Sweden will complete the already large selection of products and know-how.

Amongst the confirmed new exhibitors are Fusion Packaging (USA), Fibermark (USA), Korsnas (Sweden), Iggesund (Sweden) alongside French (Seram), Chinese (Best Continental, Gld), and Taiwanese (Cimen Inc) companies.

Nearly 100 exhibitors are expected to attend Shanghai in Spring 2011, a 15% increase on 2010.

### A program of conferences and activities at the peak of their renown

In Shanghai, Luxe Pack Innovation Forum, bringing with it the success of Luxe Pack Monaco 2010, will showcase the exhibitors' latest innovations. The Innovation Forum represents a concrete and accessible response to the high demands of the luxury goods brands as well as an exceptional showcase for exhibitors.

Additionally, some of these innovations enshrine one or more aspect of sustainable development, and these come together in "Luxe pack in green": solutions for eco-responsible packaging as an answer to the worries shared by manufacturers of luxury goods both in China and worldwide.

The conference cycle proposed by Luxe Pack Shanghai is another reason for the exhibition's renown. Not willing to tarnish this reputation of excellence, leading experts will use the 2 days to reveal their knowledge and thoughts on luxury goods packaging. To name but a few: Florence Bernardin on the health and beauty market, Martine Leherpeur on luxury packaging and Chinese tradition, or Michel Campan on the success of luxury e-commerce. Exclusively, Luxe Pack Shanghai is proud to host a symposium led by Stuart Hoggard on Chinese legislation on the elimination of excessive packaging.

The date is set for 29 and 30 March 2011 at the Shanghai International Convention Center, for a brand new Luxe Pack Shanghai.

Full programme attached

Exclusive LUXE PACK SHANGHAI 2011 SYMPOSIUM, on  
“**Understanding China's legislative approach to reduce excessive packaging**”

A PackWebasia.com presentation in cooperation with Luxe Pack Shanghai



On Tuesday March 29<sup>th</sup>, from 2.00pm to 5.00pm;

*Price admission: 300 RMB - pre-registration required-! Limited number of seats.*

China is the only country in the world which has enforced a legislation to control excessive packaging. These Sustainable Packaging regulations are operated as both a packaging reduction measure and as a legislation aiming to protect the consumer.

Initially covering the packaging of alcoholic beverages, bakery products and cosmetics, these regulations:

- limit the number of permitted packaging layers to three
- place restrictions on the amount of headspace which the package must contain
- specify a maximum ratio between the cost of the packaging and the retail product price.

An understanding of these regulations is vital for both brands and packaging suppliers who are selling their products to the domestic Chinese market.

Moderated by **Mr. Stuart HOGGARD** – PackWebasia.com, in the presence of brands such as PEPSICO and DIAGEO, as well as material suppliers (IGGESUND, etc.) and a representative of the Chinese Government, all of who will share their own experience with the attendees.

**Attend this exclusive symposium and exchange with them afterwards during a private cocktail that will be held at the end of the session.**

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

*IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.*

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