

7月7日 星期二
Tuesday July 7th

LUXEPACK
SHANGHAI
The premier show for creative packaging

上午 10:00 -10:40

奢侈品的未来——构建中国奢侈品行业的市场与消费趋势

演讲人：Ying-Yan HE, LUXURYNSIGHT中国区经理

THE FUTURE OF LUXURY - MARKET AND CONSUMER TRENDS THAT WILL SHAPE THE LUXURY INDUSTRY IN CHINA

Keynote by **Ying-Yan HE**, China Manager, LUXURYNSIGHT

上午11:00 -11:40

创新材料对设计师、制造商和品牌的挑战

演讲人：吴迪，Neuni联合总裁

NEW MATERIALS AND ITS CHALLENGES TO DESIGNERS, MANUFACTURERS AND BRANDS

Keynote by **Lyla WU**, Co-CEO, Neuni materiO

下午12:40 -01:40

智能与互联包装：品牌互动的未来

主持人:黄昌海 - 《上海包装》杂志主编

Lu CHEN - 小米生态链设计总监

王琼 -上海金鼎印务有限公司市场调研

SMART & CONNECTED PACKAGING: THE FUTURE OF BRAND ENGAGEMENT

Round table moderated by **Changhai HUANG** – Chief Editor – Shanghai Packaging Magazine

With **Lu CHEN**, Senior Design Director - XIAOMI,

And **Qiong WANG**, Marketing Researcher, JINDING

下午02:00 -02:40

上海国际奢侈品包装展 20 2.0：数据与设计与centdegrés联合呈现

主持人：**Matthieu ROCHETTE SCHNEIDER** - CENTDEGRES中国区总经理

携手：丁玄，芬尚生物科技

俞显容, 创始人, 上海显容包装

陈育琪, 销售副总, 浙江瑞昶实业有限公司

常欣, 总经理, 山西大德玉茶业有限公司

Luc Berriet, 亚太区评香总监 日化香精, 芬美意

何瑛洋, 中国区域经理

Federico Montali, 市场及商务拓展经理

LUXE PACK SHANGHAI 20 2.0: DATA & DESIGN BY CENTDEGRÉS

Panel moderated by **Matthieu ROCHETTE-SCHNEIDER**, General Manager, centdegres China -

With **Xin CHANG**, General Manager, DADEYU

Xianrong YU, Founder, SHANGHAI XIANRONG Packaging

Kiki CHEN, Sales VP, RUI-CHANG Packaging Solutions

Luc BERRIET, Fragrance Development Director Fine Fragrance - Asia - FIRMENICH

Ying-Yan HE, China Manager, LUXURYNSIGHT

Federico MONTALI, Marketing and Business Development Manager, BORMIOLI LUIGI

Bryan DING, COO, FENSHANG

下午03:00 -03:50

中国在可持续发展领域的挑战与经验

主持人：Karen DU - 可持续时尚业务总监 - IMPACT HUB SHANGHAI

Anna KIM - 远流贸易（上海）有限公司品牌活动经理 - CAMUS YUANLIU

常昊 - 山西大德玉茶业有限公司执行董事

朱婍婍 - LK品牌研发总监

CHALLENGES & EXPERIENCES IN SUSTAINABILITY TODAY IN CHINA

Roundtable moderated by **Karen DU**, Director Sustainable Fashion, IMPACT HUB SHANGHAI - with the participation of:

Anna KIM, Brand Activation Manager, CAMUS YUANLIU

Hao CHANG, CEO, DADEYU

Julia ZHU, Director of LK Research and Development Center

下午04:10 -04:30

奢侈品包装绿色革命大奖 提名者演讲

LUXE PACK IN GREEN NOMINEES PRESENTATIONS

下午04:30 -05:00

奢侈品包装绿色革命大奖 颁奖仪式

评审委员会成员将出席：

主持人：杜怡佳- 可持续时尚业务总监 - IMPACT HUB SHANGHAI

岑瑛 - 香奈儿开发采购经理

Anna KIM - 远流贸易（上海）有限公司品牌活动经理, - CAMUS YUANLIU

常昊 - 山西大德玉茶业有限公司执行董事

朱婍婍 - LK品牌研发总监

陈露- 小米生态链设计总监

LUXE PACK IN GREEN AWARDS CEREMONY

LUXE PACK
in green

In the presence of the jury members:

Karen DU, Director, Sustainable Fashion - IMPACT HUB SHANGHAI

Céline CEN, Development and Sourcing Manager, CHANEL CHINA

Anna KIM, Brand Activation Manager, CAMUS YUANLIU

Hao CHANG, CEO, DADEYU

Julia ZHU, Director of LK Research and Development Center,

Lu CHEN, Senior Design Director, XIAOMI

7月8日 星期三
Wednesday July 8th

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上午 9:30 -10:10

佰草集全球首秀

平衡的艺术:法尚助力佰草集推出全新包装设计

史伟, 总经理, 上海佰草集化妆品有限公司

马修**Matthieu ROCHETTE-SCHNEIDER**, 法尚中国区总经理

HERBORIST WORLD PREMIERE : TAICHI

THE ART OF (IM)BALANCE: HERBORIST REINVENTS PACKAGING CODES WITH CENTDEGRÉS

Shi WEI, General Manager, HERBORIST

Matthieu ROCHETTE-SCHNEIDER, General Manager, centdegrés China

上午 10:30 -11:10

跨界艺术启示：中西文化碰撞—两大艺术家如何预见奢侈品设计？

演讲人：

Chafik GASMI - CHAFIK STUDIO首席执行官及创意总监

毛戈平 - MAOGEPING美妆品牌创始人

主持人：郑荭 - GREENEXT / Adventi Communication 创始人

CROSS ARTISTIC INSPIRATIONS, CHINA - WESTERN WORLD - HOW TWO CELEBRITIES FORESEE CREATION IN THE LUXURY SECTOR?

Keynotes by:

Chafik GASMI, CEO & Creative Director of CHAFIK STUDIO

Geping MAO, Brand Founder, MAOGEPING BEAUTY

Moderated by **Hong ZHENG**, Founder, GREENEXT / Adventi Communication

上午 11:30 -12:10

电子商务：如何利用包装使品牌脱颖而出？

主持人**Yuwan HU** - DAXUE CONSULTING首席运营官

刘宇舟 - 天猫体验设计专家

Paolo COLOMBAN - 菲韵尼贸易（上海）有限公司首席运营官

杨佳丽 - 特百嘉包装品贸易（上海）有限公司营业部经理

E-COMMERCE: HOW TO LEVERAGE THE PACKAGING TO MAKE YOUR BRAND STAND OUT?

Round table moderated by **Yuwan HU**, COO, DAXUE CONSULTING

With the participation of:

Grace LIU, Creative Expert, TMALL

Paolo COLOMBAN, Chief Operation Officer, Fiorini International

Jiali YANG, Business Manager, The Pack

下午 12:40 -01:20

中国彩妆市场：Z世代消费者洞察

演讲人：门淑萍，WGSN趋势总监

COLOR COSMETICS IN CHINA; GEN Z: CHINA BEAUTY CONSUMERS

Conference by **Maggie MEN**, Trend Director, WGSN

下午 01:40 -02:20

中国的纯素主义者：趋势所在还是一时狂热？

蒲思凯 - 法国仙婷创新实验室总经理

VEGAN IN CHINA: TREND OR FAD?

Conference by **Jean-Yves BRUXER**, Managing Director, SETHIC INNOVATIONS

下午 02:40 -03:20

主题：无常品牌术

Christophe PRADERE - BETC DESIGN创始人兼首席执行官

RANDOM BRANDING

Christophe PRADERE, CEO & Founder, BETC DESIGN / BETC ASIA

下午 03:40 -04:20

解读国潮：如何用中国文化元素重新定义“中国制造”

上海创诣纬度企业管理咨询有限公司的大中华负责人

THE CHINA WAVE: THE RISE OF THE CHINESE CULTURAL IDENTITY RESHAPING THE TRENDS IN BRANDING AND PACKAGING DESIGN.

By **Gianvito D'ONGHIA**, Managing Partner, CREATIVE CAPITAL