

LUXEPACK SHANGHAI

The premier trade show for creative packaging

13 years

of success serving

China's creative

packaging industry

**EXHIBITOR
BROCHURE**

APRIL

7-8, 2021

SHANGHAI EXHIBITION CENTER, SHANGHAI

Los Angeles . New York . Monaco . Shanghai
www.luxepack.com



CHINA STILL INCREASES IN IMPORTANCE FOR LUXURY PLAYERS THANKS TO:

- ✓ Chinese consumers that will account for nearly 50% of the global luxury market by 2025 - valued at 2.7 Trillion RMB. (Bain & Company, 2020)
- ✓ Its speedy recovery from the COVID-19 lockdown
- ✓ Its vast generation of young and internet savvy consumers

90% of luxury and high-end brands have teams in Shanghai.

ABOUT LUXE PACK

- ✓ The over 30 years worldwide platform that positions your company as an industry pioneer.
- ✓ The leading global & regional brands attend to meet the core supplier community to transform their packaging concepts into retail realities.
- ✓ A 2 day conference program that addresses the latest of industry trends and pain points.
- ✓ A boutique style experience to provide a higher ratio of «in-booth» traffic.
- ✓ A professional and friendly atmosphere with curated events that connect you with the right brand and retail contacts.

6 REASONS TO EXHIBIT

ANSWER to the great need for creative, eco-friendly and high-end packaging products from local and international brands

BOOST your reputation among luxury brands from all sectors: beauty, food, wine & spirits, fashion & fashion accessories, jewelry-watches, others (electronics, tableware...)

GENERATE NEW LEADS with very clear and actual needs in only 2 days

GET TO THE NEXT LEVEL with clients, better understanding and anticipating their packaging projects and development strategy

MEET TOP DECISION MAKERS of international and domestic well-known brands, creative gift brands and emerging e-commerce brands.

BENEFIT from the huge communication plan before and after the show

TO EXHIBIT AT LUXE PACK SHANGHAI 2021,

[CLICK HERE](#)



LUXE PACK SHANGHAI SHOWS THE BEST PACKAGING SOLUTIONS THAT BRANDS ARE SOURCING:



- Bags
- Boxes
- Bottles and Jars
- Caps
- Collars
- Containers
- Decoration/ Finishing techniques
- Design agencies
- Dispensers, Pumps, Valves, Sprayers
- Labels
- Raw materials (paper, foam, cardboards, plastics,...)
- POS materials
- Ribbons
- Samples
- Tubes
- Vials, Monodoses
- Premium gifts and merchandise
- Smart solutions (anticounterfeiting, smart packaging...)

A COST EFFECTIVE AND ALL-INCLUSIVE EXHIBITOR PACKAGE

FULLY CONSTRUCTED BOOTHS that include furniture, signage, lighting, electricity and carpet

DESIGNED BOOTHS to welcome your clients and prospects in an elegant and intimate setting

MANAGEMENT FEES INCLUDED

CUSTOM INVITATIONS provided to invite your clients

COMPLIMENTARY LUNCH AND REFRESHMENTS



FREE COMMUNICATION TOOLS TO ACCELERATE YOUR LEAD GENERATION

✓ **LUXEPACK**
in 'green

Present eco-friendly packaging solutions or responsible initiatives and benefit from a worldwide exposure

✓ **CALL FOR PAPERS:** Participate to round tables enhancing your expertise at the show

✓ **LUXEPACK**
innovation wall

Unveil your latest products innovations and show your know-how

✓ **PRESS INFORMATION SENT TO JOURNALISTS**

THEY EXHIBITED IN 2020



THE BRANDS WHO ATTEND

✓ Cosmetics / perfume

- AFU
- AMORE PACIFIC
- AMWAY
- BOOTS ALLIANCE
- BEAUTY SECRET
- BEIERSDORF
- BOTANEE
- BOITOWN
- CANMAY
- CHANEL
- CHENG MING MING
- CHIOTURE
- COLORKEY
- COSMAXBIO
- COSMECCA
- COTY
- DHC
- ESTEE LAUDER
- FOREST CABIN
- GEOSKINCARE
- GICHANCY
- GROUP ROCHER
- GUERLAIN
- H&M
- HERBORIST
- FLORASIS
- INOHERB
- INTERCOS
- JAHWA
- JALA
- JINGRUN PEARLS
- JUDYDOLL
- JOHNSON
- L'ORÉAL
- LG
- LITTLE DREAM GARDEN
- LVMH
- MAOGEPING
- MARIE DALGAR

- MENTHOLATUM
- MISTINE
- P&G
- PECHOIN
- PERFECT DIARY
- POPULART
- PROYA
- RED EARTH
- RU HNN
- SHISEIDO
- TERRAKE
- UNIASIA GROUP
- UNILEVER
- WEI BEAUTY
- WASTONS CHINA
- YUNNAN BAIYAO

✓ Wine & Spirits

- ABS WINE
- CAMUS
- DISTILLERY TESSENDIER ET FILS
- EAST MEETS WEST
- JIANGXIAOBAI
- JINSHA LIQUOR INDUSTRY
- JIUGONGFANG
- LUZHOU LAO JIAO
- MAISON IMPERIALE
- MOET HENNESSY
- MOUTAI
- PAGODA BRAND
- SHAOXINGJIU RICE WINE
- PERNOD RICARD
- PICASSO WINE
- RED BRIDGE VINERY
- RÉMY MARTIN
- RIO LIQUOR
- TORRES
- VINA CONCHA Y TORO
- WHITE MOUNTAINS & STAR
- YANGHE



✓ Fine Food

- CONBA
- DADAYU TEA
- DALIAN HAIYANTANG
- EMPEREUR TEA
- FERRERO
- GODIVA
- HAIYANTANG
- HERSHEY'S
- HONG KONG EIGHT
- IMMORTALS TOBACCO
- HUIRENYAOYE
- INFINITUS
- LIUMIAO WHITE TEA
- NONGFU SPRING
- PIERRE MARCOLINI
- QIANYUAN TEA
- SHANGHAI TOBACCO GROUP
- TEAWITH
- TOBACCO HENAN
- TONGRENTANG
- TWINKLIFE
- UNIDAD ESTATE
- WANG DECHUAN TEA
- WANTWANT GROUP
- XIAOGUAN TEA
- XIEYUDA TEA
- YANGSHENGTANG
- YANPALACE

- CIRCLE
- DONGWU GOLD GROUP
- EASMAN
- HIERSUN
- JZ JEWELLERY
- LEYSEN1855
- RICO GEMS
- SHANGHAI MINT
- YONGYINCULTURE
- YUYUAN JEWELRY
- GREENLAND DIAMOND CENTRE

✓ Fashion & Accessories

- DESCENTE
- H&M
- ICICLE
- JNBY
- MARK FAIRWHALE
- NEIWAI
- PEACEBIRD
- SEMIR
- SEPTWOLVES
- YAYING

✓ Other

- CARREFOUR
- HUAWAI
- LENOVO
- LUOLAI HOME TEXTILES
- M&G
- MASERATI
- THE BEAST

✓ Jewelry & Watch

- CHJ JEWELLERY

Among many others...

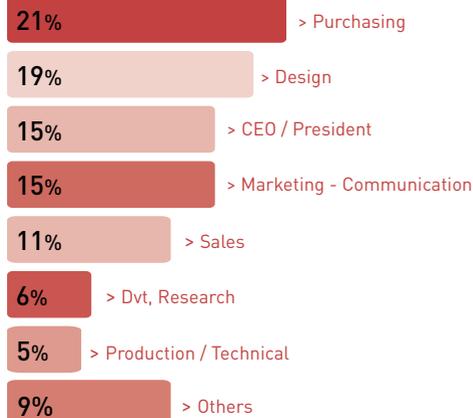
A RECORD-BREAKING 2020 EDITION:

6,274
VISITORS

+23%
versus 2019

210 Exhibitors,
of which **30%** are new

VISITORS BY FUNCTION



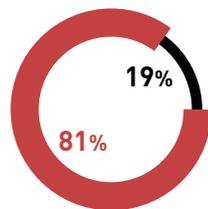
81% of Visitors are decision makers
3/4 of Visitors are Packaging Users

VISITORS BY SECTOR



All luxury sectors are visiting the show

VISITING BRANDS



- Chinese brands
- Foreign & International Brands

Same affluence on Day 1 and 2

EXHIBITORS' FEEDBACKS

This was the first time that we participated in this kind of luxury packaging exhibition..The quantity and quality of the visitors exceeded our expectations. Meanwhile, the clients also shared some valuable suggestions.

Mr. Guoxiang CAI, General Manager,
**Guangzhou Candear Packing
Products Co., Ltd.**

We have gained a lot from this edition.. we have also won the recognition from more clients at the show. In terms of market demand, everyone has a great need for high-end, innovative and high-quality products;

Mr. Saihu CAO, General Manager,
Dongguan Elegant Craft Co., Ltd.

We have met international and domestic well-known cosmetic brands, creative gift brands and emerging e-commerce brands. At the same time, we noticed that many were interested in creative packaging, application of eco-friendly materials and new technologies.

Mr. Yudong LIU, R&D Director, Shanghai
Liangyuan Packaging Solution Co., Ltd.

The exhibition had a large flow of visitors and ensured good display effect.. We met some brands and had good communication with some, such as Estee Lauder, Boitown, Perfect Diary, etc.

Mr. Mark CHI, Sales Manager,
Xiamen La Ribbons & Craft Co., Ltd.

Although affected by the epidemic this year, the quality of visiting clients has improved. We met some high-quality brands such as CK and Dior on the site. These visitors had very clear and actual needs. We are very satisfied with this edition.

Mr. Yin GAO, Manager,
Dongguan Qixin Leather Co., Ltd.

This was our first presence at Luxe Pack Shanghai. The overall feeling is pretty good. We have met some new prospects and old clients. We felt that the market has higher requirements for diversification and personalization of packaging, and clients are constantly looking for new packaging materials, hoping that their packages will be improved in terms of quality, image and customization. Overall, our participation has obtained good results!

Ms. Miranda WANG, Sales VGM,
Pimex Paper Shanghai Ltd.

VISITORS' FEEDBACKS

It's a great show, always brings unparalleled creative trends, ideas and market insights to me.

Anna KIM, Brand Activation Manager,
CAMUS YUANLIU

In the whole process, I learned a lot of new packaging materials, new and better packaging forms. Then I think it will help the development of the enterprise in the future.

Hao CHANG, CEO, **DADEYU**

This edition gives me a lot of surprises again. I was impressed by the fact that many of our suppliers have been doing sustainable de-

velopment work, including products or processing, as well as their facilities. They have done very well;

Celine CEN, Development and Sourcing
Manager, **CHANEL CHINA**

Very good, fruitful learning;

Xiaoling Qi, Senior Technology
Project Manager, **PROCTER & GAMBLE**

Very good and we've found companies that we need right now;

Vicky FU, Purchasing Manager,
TORRES WINES



WHEN:

April 7 & 8, 2021



WHERE:

SHANGHAI EXHIBITION CENTER

N°1000, Middle Yan An Road,
Shanghai China

IN SYNERGY WITH MAKEUP IN SHANGHAI



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ORGANISATION

LUXE PACK EXHIBITION SHANGHAI CO LTD

Event co-organized
by CCCLA Beijing – China