

LUXE PACK SHANGHAI

**The luxury packaging industry works together at LUXE PACK SHANGHAI
to bounce back by opening up new opportunities**

July 7th - 8th, 2020 – Shanghai Exhibition Center

Press release, April 29th, 2020

LUXE PACK Shanghai 2020, originally scheduled in April, is postponed to **July 7th - 8th**, at the Shanghai Exhibition Center. MakeUp in Shanghai 2020, will take place simultaneously.

LUXE PACK Shanghai 2020 will help all packaging professionals seize opportunities to kick start business and look to the future with more confidence. LUXE PACK Shanghai is proud to be able to unite the profession around a common goal: enable the luxury packaging industry to work together to bounce back by opening up new opportunities.



Specialists gathered

Up to now, a total of 210 exhibitors on the 2 shows have confirmed their presence to show their latest innovations and packaging know-how, of which about 30% are new exhibitors. Visitors will discover new packaging solutions, raw materials, various packaging accessories, techniques, decoration possibilities, personalization for high-end packaging, design agencies...They will have the opportunity to meet their current suppliers, and to source new ones, answering to their requirements in terms of R&D, innovative solutions and flexibility. There will also be many sustainable solutions presented, and even highlighted in the LUXE PACK *in green* wall and awards.

Leading Barometer for Market Insights and Trends after covid-19

LUXE PACK SHANGHAI will share again the show platform with MakeUp in Shanghai, and will hold the seminar jointly for the first time to further exert scale advantages and synergy effects. Some cutting-edge market information and well-known experts will be selected, for a two-day rich theme seminar to grasp the post covid-19 trends of the industry.

Here are some of the themes:

- ✧ The future of luxury – Market & Consumer Trends

- ✧ Challenges & Experiences in sustainability today in China
 - ✧ E-commerce: the packaging rules to stand out
 - ✧ Back to their roots, a winning strategy for Chinese brands
-Among many others.

Chafik GASMI and Geping MAO, design celebrities, as well as industry experts from leading companies such as TMALL, CHANEL, XIAOMI, VATS GROUP, DADEYU, CAMUS YUANLIU, DAXUE CONSULTING... will share their exclusive insights and prospects for the industry's recovery, providing impactful contributions to meet the future of packaging.



LUXE PACK SHANGHAI will also provide a series of special on-site activities, LUXE PACK innovation wall, LUXE PACK *in green*, LUXE PACK innovative materials by neuni...etc. to greatly enrich the visit.

Stay tuned for more information about LUXE PACK SHANGHAI via our website www.luxepack.com and wechat (LUXE_PACK).

Media contact:

For Europe: Maryvonne LANTERI | Email: mlanteri@idice.mc | Tel: 00 377 97 77 85 60

For Asia: Ivy NI | Email: ivy@adventi.com.cn | Tel: 021-51692006*887