

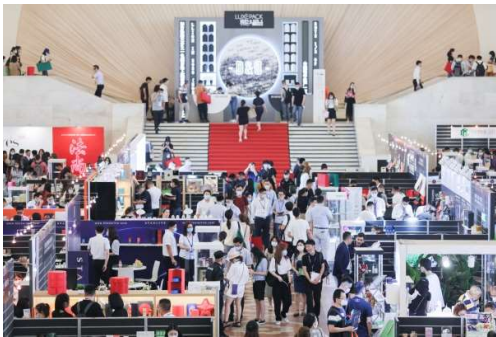
# LUXE PACK SHANGHAI

## 2021 LUXE PACK Shanghai brings the show experience to the next level

Press release,  
January 5th, 2021

*China's economy was expected to grow by 1.9% in 2020, while continuing to grow in 2021, with an increase of 8.2%. So, in the Post-COVID-19 era, the Chinese market is fertile ground for international luxury brands, and local brands are developing at a high speed (Source: International Monetary Fund).*

**On April 7-8, 2021, the 14th edition of LUXE PACK SHANGHAI** will return at the Shanghai Exhibition Center. With 13 years of successful experience in serving China's creative packaging industry, LUXE PACK Shanghai will once again bring together the elites of the whole industry, providing a perfect business place for innovation demonstration, trend guidance and exchanges. It will help each participant to grasp every opportunity to facilitate business and cooperation and increase business pipeline in 2021.



### 80% of the show floor already booked

More than 200 industry-leading packaging manufacturers will gather at the 2021 edition. Specialists in containers, boxes, caps, raw materials, bags, design studies, labels, ribbons... among many other primary and secondary packaging fields, they will showcase their latest innovative products and creative solutions.

Up to now, 80% of the booths have been booked. The show has attracted the active participation of many new exhibitors such as DWL Cosmetics, East Color, Fairdale, FLC Perfume Packing, Jujin Paper, Sito Gift, Tae Sung, Zhejiang Sanding, Zhuoyue Environmental Protection Packaging Technology... not mentioning the numerous faithful ones.



### Show experience to the next level

Design trends and sustainability will be at the core of the show, as part of the LUXE PACK's DNA worldwide and today's main issues for luxury brands.

The show will create a unique space for exhibitors to unveil their eco-conceived innovations and commitments, allowing brands to discover the new solutions at their disposal to go green.

- ✧ **LUXE PACK in green** has become the premier event showcasing sustainable development to meet the needs of an entire profession. The LUXE PACK *in green* Awards will be attributed by a professional jury, to the best advances in packaging and responsible initiatives, demonstrating exhibitors' commitment.
- ✧ **LUXE PACK innovation wall** will display an overall view of the latest packaging solutions of every size, shape and material, addressing many sectors such as cosmetics, fine food, wines & spirits, fashion, jewelry, tobacco... A real inspiration tool to get the most of cross-sector best-sellers.
- ✧ **Several exclusive experiences and events** combining design creativity and innovation will be proposed to visitors, thus providing interactivity and animation to enjoy this unique "boutique-like show"
- ✧ **Not to mention a top-level program of conferences**, sharing testimonies and best practices from brands representatives and renowned experts, providing market information and food for thought.

More information on these exclusive insights will be unveiled very soon.

Same date, same location, LUXE PACK SHANGHAI will once again share the show floor with MakeUp in Shanghai, the only and unique BtoB skincare and makeup event.

Stay tuned for more information about LUXE PACK SHANGHAI via our website [www.luxepack.com](http://www.luxepack.com) and wechat (LUXE\_PACK).

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