

LUXEPACK SHANGHAI

The premier trade show for creative packaging

上海国际奢侈品包装展
创意包装的一流展览



14 years

of success serving

China's creative

packaging industry

**EXHIBITOR
BROCHURE**

14 . 15 APRIL | 20
4月14-15日 | 22

SHANGHAI EXHIBITION CENTER, SHANGHAI

www.luxepack.com

Los Angeles . New York . Monaco . Shanghai

CHINA'S LUXURY MARKET CONTINUES ITS STRONG GROWTH

- ✓ We anticipate this year's growth to continue, putting the country on track to claim the biggest share of the market by 2025. With global conditions unlikely to return to normal before 2022 or 2023, we think most luxury brands will continue to see positive domestic growth next year, to about a 30% level, at least until the second half of the year. (Bain & Company, Dec 2020).
- ✓ By 2025, maybe even 2022, one in two luxury goods buyers worldwide will be Chinese. (Global Times, April 2021).
- ✓ The monthly retail trade revenue of cosmetics in China has reached 27.22 billion yuan (USD4.21 billion) as of April 2021 and accounted for 340 billion yuan (USD52.57 billion) during 2020. (Cosmetics China Agency).

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 sophisticated need for creative, eco-friendly and high-end packaging products / solutions from premium International and Chinese brands, and position your company as Industry Leader;

BOOST your reputation among luxury brands from all sectors: beauty, fine food, wine & spirits, fashion & accessories, jewelry-watches.

GENERATE NEW, HIGH QUALITY LEADS with very clear and specific needs in just 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 2022,**

[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

LIST OF EXHIBITORS IN 2021



FREE COMMUNICATION TOOLS TO ACCELERATE YOUR LEAD GENERATION

✓ **LUXE PACK**
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

✓ **VIP BOOKLET** to present your best innovations to VIP / GOLD Visitors

✓ **LUXE PACK**
innovation room

Unveil your latest products innovations and show your know-how

✓ **PRESS INFORMATION SENT TO JOURNALISTS**

THE BRANDS WHO ATTEND

✓ Cosmetics / perfume

- AFU
- BARRIO
- BEAUTY SCENES
- BEIERSDORF
- BETTERME
- BIODERMA
- BIOLAB
- BLOOMAGE
- BONAQUET
- CARSLAN
- CHANEL
- CHENG MING MING
- CHICMAX
- CHIOTURE
- CLARINS
- COTY
- Davis & Garret
- DEAR BOYFRIEND
- DERMAHEAL
- DiTO
- DR PLANT
- E.L.F.
- EIIO
- ERBAVIVA NATURAL
- F & Co
- FAN BEAUTY
- FLORASIS
- FOREST CABIN
- FOSUN
- FREDA
- FUERJIA
- GEOSKINCARE
- GICHANCY
- INNISFREE
- INOHERB
- IT'S SKIN
- JAHWA

- JALA
- JUDYDOLL
- KAO GROUP
- KIMTRUE
- L'OREAL
- LANJIANG
- LANTINGJI
- L'OCCITANE
- LVMH
- MAOGEPING
- MARIE DALGAR
- MECOXLANE
- MEIXI
- NEW COGI
- OSM
- PEARLOSOPHY
- PERFECT DIARY
- PIEN TZE HUANG
- POLYVOLY
- PROYA
- RECLASSIFIED
- RED CHAMBER
- RED EARTH
- REVAEL
- REVLON
- SEPHORA
- SESDERMA
- SHISEIDO
- SIMPCARE
- Simply This
- SNP
- SOBER BEAUTY
- T3C
- TOO COOL FOR SCHOOL
- UNIASIA GROUP
- UNILEVER
- UNISKIN
- VNK
- WATSONS
- WEI EAST

- WINONA
- XIEFUCHUN
- ZHUBEN

✓ Wine & Spirits

- BACARDI
- BACCHUS BOLLEE
- BARON PHILIPPE DE ROTHSCHILD
- C&D WINES
- CAMUS YUANLIU
- CHANGYU
- CHATEAU GOODING
- CHATEAU GUIRAUD
- DIAGEO
- DUKANG
- EDRINGTON GROUP
- EMW
- GUIZHOU XIJIU
- HUANG DI NEI JING
- JIANGXIAOBAL
- JINSHA LIQUOR
- KONGFUJIA
- LUZHOU LAO JIAO
- MOET HENNESSY
- PERNOD RICARD
- PICASSO WINES
- RéMY MARTIN
- SHANGHAI GUIJIU GROUP
- SNOW BREWERIES
- WULIANGYE
- YANGHE

✓ Fine Food

- FANGHUICHUNTANG
- GONGRUNXIANG
- GUANSHENGYUAN
- HERSHEY
- HOLILAND

- HUBEI TOBACCO
- INFINITUS
- LAODIANHUANG
- LEE KUM KEE
- LEIYUNSHANG
- LINDT
- LIUMIAO TEA
- LLC
- MEILICHUFANG
- MENGNIU
- NUOXIN
- QIANYUAN TEA
- REDBULL
- SHANGHAI FIRST FOODMALL
- STARBUCKS
- TONG REN TANG
- UNI-PRESIDENT
- WANG DECHUAN TEA
- WUYUTAI TEA
- XIAOGUAN TEA
- XIAOXIANDUN
- YAN PALACE
- YANGSHENG TANG
- YIHAIKERRY



Jewelry & Watch

- BLUENILE
- CHOW TAI FOOK
- DR
- EUROTIDE
- FOUNTAIN
- GOLD ELEPHANT

- GUOJIN GOLD
- HERSUN
- KIMBERLITE DIAMOND
- LEYSEN1855
- MCLON
- OOAK
- RICO
- TISSOT
- ZHIFUYUAN

✓ Fashion & Accessories

- AJIDOU
- ANTA
- BAILIAN GROUP
- BALABALA
- DECATHLON
- ERDOS
- FILA
- H&M
- ICICLE
- INITIAL
- MANITO
- NEIWAI
- NIKE
- PEACEBIRD
- PINKO
- PORTS
- QIPAI
- RALPH LAUREN
- SEMIR
- SEPTWOLVES
- UNTITLAB

✓ Others

- WOO
- ZARA
- ALIBABA
- ASUS
- BEYOND
- CHANDO
- CHINA TOBACCO GUIZHOU
- CHINA TOBACCO YUNNAN
- HENAN COINS
- HERO
- ITO
- KOHLER
- Lenovo
- LUOLAI
- MERCURY
- PICASSO
- PIGEON
- POIZON
- POPMART
- ROSEONLY
- ROYALCOVER
- SHANGHAI GOLD GOIN
- SHANGHAI TOBACCO GROUP CO.,LTD
- SHANGXIA
- XIAOMI
- YEATION
- ZIPPO
- ZWILLING

Among many others...



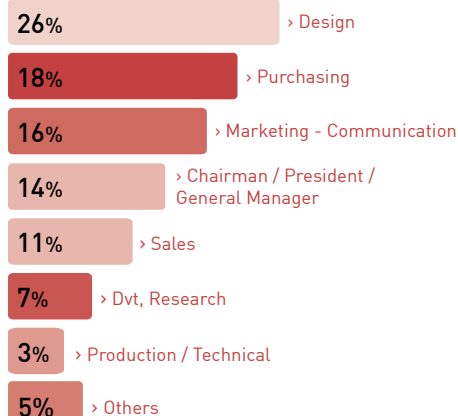
2021 FACTS & FIGURES

14TH EDITION:

5,309 VISITORS

220 EXHIBITORS

VISITORS BY FUNCTION

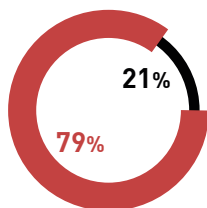


85% of Visitors are Decision-makers and influencers for the packaging needs.

VISITORS BY SECTOR



All luxury sectors are visiting the show



VISITING BRANDS

- Chinese brands
- Foreign & International Brands

EXHIBITORS' FEEDBACK

The visitors of Luxe Pack Shanghai are high quality and professional. Although the show lasted for 2 days only, visitors came continuously, which greatly improved the effectiveness.

Rachel LIN - **Sales Director**
TAE SUNG INDUSTRIAL CO., LTD

We didn't expect so many customers visiting our booth, and most were brand clients who were impressed with our eco-friendly high-end products of good quality. We already received order after 3 days back from the show.

Unis LÜ - **Sales Manager**
IDEA L PACK

The effect of Luxe Pack Shanghai is very good. The quality of visitors is very high. More than 80% of the visitors who came to the booth have package purchasing

needs. We met brands like Florasis, Yan Palace and Amway, they were all interested in our new and unusual packaging.

Zhifeng ZHANG - **General Manager**
WUXI TIANYI PRINTING CO., LTD

We are very satisfied with the quantity and quality of visitors as well as the activities! We exhibited various anti-fake and smart packaging solutions customized by TOP-PAN. Many brands showed much interest to our exhibits represented by the interactive game package box. This makes us feel great prospect of digitalization and intellectualization in package industry, especially luxury package.

Takamitsu Nakabayashi - **Senior Manager Secure Business Promotion**
Div, Planning & Development Dept
TOPPAN INC.

VISITORS' FEEDBACK

I am honored to be the honor guest of LUXE PACK SHANGHAI 2021 and participated in the curation of «Luxe Pack in Green Award». The organizer's attention and emphasis on sustainable development is respectable.

Jamy YANG - **Designer & Founder**
YANG DESIGN

In the conferences, I shared my own opinions with others, and meanwhile also can gained knowledges from others. We are able to think about problems with cross-border mindset, not only in the field of packaging, but also in makeup and skincare, which is a great help to the development of our own brand.

Yunlin DAI - **Vice General Manager of Product Development Department**
YANGHE GROUP

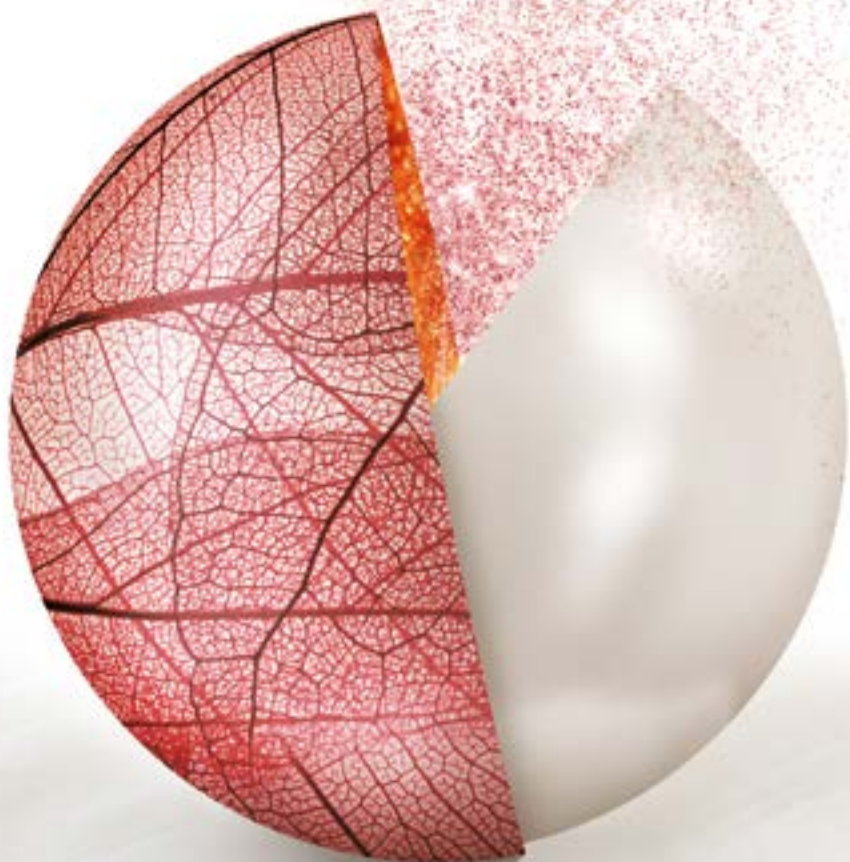
The overall exhibition arrangement and experience were very good, and it is help-

ful for our company's development in terms of sustainable development and materials. I hope your exhibition can keep improving.

Deon WANG - **R&D Director**
P&G

First of all, I would like to congratulate the organizer for overcoming the difficulties of the epidemic and successfully holding it at a high level. As jury member of Luxe Pack in Green Award, I am particularly pleased to see that more and more companies have established visions of carbon neutral and zero emission. I also noticed that more companies are trying their best to influence the lifestyle of consumers with the concept of sustainable development. I hope that such an exhibition will get better and better!

Qinglin WEI - **Vice-President**
KIMBERLITE DIAMOND



WHEN:
April 14 & 15, 2022



WHERE:
**SHANGHAI
EXHIBITION CENTER**
N°1000, Middle Yan An Road,
Shanghai China

**IN SYNERGY WITH
MAKEUP IN SHANGHAI**

#MakeUpInShanghai



上海国际美妆展



TO BOOK YOUR BOOTH NOW

Your Chinese contact

Mr Tony LIU
tony@adventi.com.cn
+86 13916590829

Your Asian contact (excluding China)

Ms Agnes LEUNG
agnes.leung@infopro-digital.com
+852 3411 4704

Your European and Middle Eastern Contacts:

North - Central - Eastern Europe

Ms Setareh KORKCHI
setareh.korkchi@infopro-digital.com
+33 (0)1 77 92 97 16

South Europe & Middle East

Ms Maria VERIGINA
maria.verigina@infopro-digital.com
+33 (0)1 77 92 99 49

Your American contact

Ms Claire MAUGER
claire.mauger@infopro-digital.com
+1 212 213 43 53



ORGANIZATION

**LUXE PACK EXHIBITION
SHANGHAI CO LTD**

Event co-organized
by CCCLA Beijing – China