

# LUXEPACK SHANGHAI

The premier trade show for creative packaging



**15**  
years

of success serving  
China's creative  
packaging industry

## EXHIBITOR BROCHURE

APRIL | 20  
**10.11** | **24**

SHANGHAI EXHIBITION CENTER, SHANGHAI

## CHINA WILL BECOME THE LEADING LUXURY MARKET IN THE COMING YEARS, WITH AROUND **25% OF THE GLOBAL MARKET.**

- © Luxury consumption in China was down by -10% in 2022 due to Covid pandemic but Bain & Company's experts, believe that the country could return to 2021 sales levels as early as this year.
- © China is a giant of luxury growth. The country has the largest number of middle- and high-income consumers, populations that are expected to double by 2030.
- © By 2030, Chinese customers are expected to account for 40% of the luxury personal goods market. There is a real broadening of the luxury customer base, and in particular, a rejuvenation, with consumers making their first luxury purchase as young as 15.
- © The Chinese fragrance market is expected to grow by 22.5% between 2021 and 2025 (Euromonitor) and could become the second largest market after the US.

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

## ABOUT **LUXE PACK**

- © A worldwide platform in business for **over 30 years** that positions your company as a pioneer.
- © **Leading international and 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

### **NEW IN 2023**

**OPENING OF THE FRAGRANCE STUDIO!** A new hall dedicated to suppliers in the fragrance and scents industry, to keep the show on top of the latest trends.

**POSITION YOUR COMPANY AS A LEADER** to premium International and Chinese brands. Only the most creative and innovative suppliers are selected to exhibit at the show.

**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 thanks to the show's strict entry policy.

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

**MEET TOP DECISION MAKERS** from international and national brands, creative gift brands and emerging e-commerce ones.



TO EXHIBIT AT LUXE PACK SHANGHAI 2024, **CLICK HERE** 



# LUXE PACK SHANGHAI IS THE BEST SHOWCASE FOR 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...*)

LIST OF EXHIBITORS IN 2023 

## 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

© LUXE PACK  
*in green*

Present eco-friendly packaging solutions or responsible initiatives and benefit from an increased exposure and international recognition.



- © **SPEAKING OPPORTUNITY IN CONFERENCE:** Participate to round tables enhancing your expertise at the show.
- © **VIP BOOKLET** to present your best innovations to VIP / GOLD Visitors.
- © **PRESS INFORMATION** sent to all our media contacts.

# THE BRANDS WHO ATTEND

## ◎ Cosmetics / Fragrances

- 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
- REVACL
- REVLOIN
- 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

## ◎ Jewelry & Watches

- BLUENILE
- CHOW TAI FOOK
- DR
- EUROTINE
- FOUNTAIN
- GOLD ELEPHANT
- GUOJIN GOLD

- 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

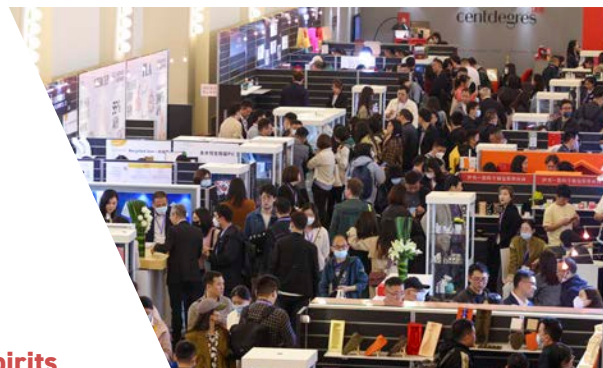
## ◎ Fashion & Accessories

- HIRSUN
- KIMBERLITE DIAMOND
- LEYSEN1855
- MCLON
- OOAK
- RICO
- TISSOT
- ZHIFUYUAN
- AJIDOU
- ANTA
- BAILIAN GROUP
- BALABALA
- DECATHLON
- ERDOS
- FILA
- H&M
- ICICLE
- INITIAL
- MANITO
- NEIWAI
- NIKE
- PEACEBIRD
- PINKO
- PORTS
- QIPAI
- RALPH LAUREN
- SEMIR
- SEPTWOLVES
- UNTITLAB
- WOO
- ZARA

## ◎ Others

- 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...*



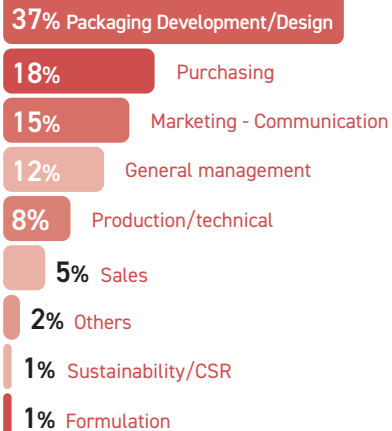
# 2023 FACTS & FIGURES

15<sup>th</sup>  
EDITION

5,884  
VISITORS  
(+11% vs 2021)

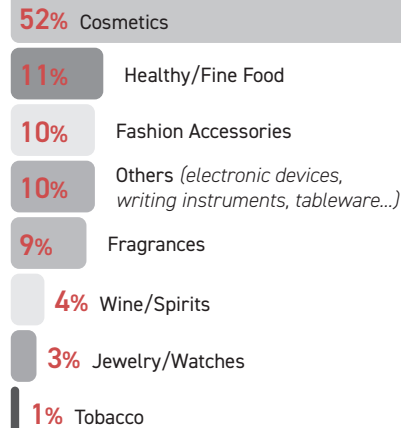
210  
EXHIBITORS

## 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



## EDUCATIONAL CONFERENCES

13 Conferences  
+1,000 Attendees

## A RECORD-NUMBER OF ANIMATIONS

7 Inspiring Animations  
1 Brand of the Year

# EXHIBITORS' FEEDBACK

“LUXE PACK Shanghai 2023: professional visitors, quality exhibitors, good exhibition effect, it will become one of the exhibitions we must participate in every year in the future, looking forward to more professionals to join!”

Cici WONG,  
Sales Manager  
Foshan Anran Import  
& Export Co., Ltd.

“We are pleased to participate in LUXE PACK Shanghai for the first time this year. The show had very professional visitors and we had two precious days to show the latest Flairosol sprayers and the principles behind them. We are committed to bringing a high-end luxury spraying experience to our customers and we also want to make our own contribution to the planet for the environment.”

Tim REN,  
Sales Director  
AFA Dispensing Group

“LUXE PACK Shanghai 2023 provided us a high quality platform to showcase products and technologies. LESU, as a company focusing on innovative technology development, has harvested a large number of high quality customer resources at the show. We also expect that LUXE PACK Shanghai will gradually become the primary platform for the release of the latest technology in the packaging industry every year in the future.”

Mr. Luji TANG,  
General Manager  
Shanghai Lesu 3D Technology Co., Ltd

“LUXE PACK Shanghai 2023 was great. In this exhibition, we not only have a deeper understanding of the needs from the brands, but also get several partners which may work with us in the near future. Looking forward to next year's show!”

Tingting FANG,  
Key Account Manager  
Follmann (Shanghai)  
Trading Co., Ltd.

# VISITORS' FEEDBACK

“Luxe Pack Shanghai is an excellent show. It is always both insightful and great to see the evolution of packaging with greater care for our planet! And congratulations to the winners of Luxe Pack in green Award.”

Anna KIM,  
Global Brand Director  
CAMUS YUANLIU

“Through this year's Luxe Pack Shanghai, we saw plentiful creative packaging and design ideas, and were able to find many excellent packaging suppliers, which totally achieved our visiting targets. In the meantime, the exhibition also presented abundant packaging designs, trends and solutions. We look forward to visiting again next year.”

Tong GAO,  
Product Director  
Beijing Tongrentang

“This is my first visit to visit Luxe Pack Shanghai. Our main purpose is to look for new suppliers and learn about packaging design and trends. There are many types of products displayed onsite, and the design is also very creative. We were able to find many interesting products and had in-depth discussions with some high-quality suppliers. I look forward to visiting again next year.”

Min ZHONG,  
Senior Director  
Luolai Group





**WHEN:**  
**April 10 - 11, 2024**

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**WHERE:**  
**SHANGHAI  
EXHIBITION CENTER**

N°1000, Middle Yan An Road,  
Shanghai China

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**ORGANIZATION**

**LUXE PACK EXHIBITION  
SHANGHAI CO LTD**

Event co-organized  
by CCCLA Beijing - China



**CONTACT US TO BOOK  
YOUR BOOTH NOW**

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