

# LUXEPACK SHANGHAI

The premier trade show for creative packaging



**16**  
years

of success serving  
China's creative  
packaging industry

## EXHIBITOR BROCHURE

APRIL | 20  
**9.10** | **25**

SHANGHAI EXHIBITION CENTER, SHANGHAI

[www.luxepack.com](http://www.luxepack.com)  
Los Angeles • New York • Monaco • Shanghai

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

- ◎ 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.
- ◎ China's middle class is expected to reach 75% of the Chinese economy by 2030, indicating a growing audience for luxury goods.
- ◎ 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

**NEWLY OPENED  
IN 2024**

**THE  
FRAGRANCE STUDIO**  
寻氛站

**A new hall dedicated to suppliers in the booming fragrance and scents market.**

*They exhibited:*

Anhui Yixuan Metal Science and Technology, Chp & Prime Production, New Start Hardware Technology, Fairdale, Devi, Kenwoo Fragrances & Flavours, Zuofun Cosmetics, Heinzglas, Mane, Pujolasos Wood & Pack, Hua Yang Industrial, Xinrui Sign Technology, TNT Global, Trendz Packaging Solutions, B.I. Industrial, Icolor Biotech...

**POSITION YOUR COMPANY AS A LEADER.** LUXE PACK Shanghai is part of LUXE PACK international portfolio, the reference tradeshows for premium packaging worldwide. 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 2025, **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 2024 

## 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 CONFERENCES & WORKSHOPS:** Participate to round tables enhancing your expertise at the show.

⊙ **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
- 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
- JIANGXIAOBAI
- 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
- EUROTIME
- FOUNTAIN
- GOLD ELEPHANT
- GUOJIN GOLD

## ◎ Fashion & Accessories

- HIERSUN
- 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...*



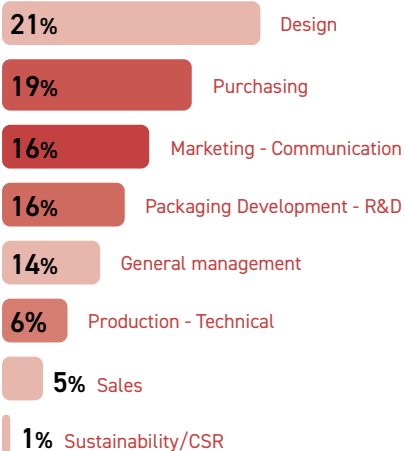
# 2024 FACTS & FIGURES

16<sup>th</sup>  
EDITION

5,011  
VISITORS

+200  
EXHIBITORS

## VISITORS BY FUNCTION



2% : Others

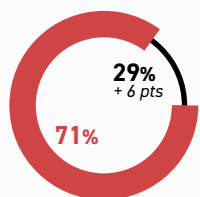
**85%**  
of visitors are Decision-makers  
and Influencers for the  
packaging needs.

## VISITORS BY SECTOR



4% : Others

All luxury sectors are visiting the show



## VISITING BRANDS

- Chinese brands
- Foreign & International Brands

## EDUCATIONAL CONFERENCES

20 Conferences  
and Workshops



A new hall dedicated to Scents,  
with the exceptional  
participation of MANE

## EXHIBITORS' FEEDBACKS

“ We are pleased to participate in Luxe Pack Shanghai 2024. It has been a challenging and meaningful experience. The organizer successfully built a bridge for trade exchange between China and the West, attracting merchants from around the world who emphasize quality and design. This has provided us with significant inspiration and reinforced our understanding of the perfumery and fragrance market's demand. It is truly an event of mutual progress and win-win cooperation! ”

Mr. Pendragon Lee - Director  
Guangzhou Zuofun - Cosmetics Co., Ltd.

“ Luxe Pack Shanghai is a trusted trade show for us, known for its high-quality visitors and exhibitors. We not only engage with industry-leading suppliers, but also attract superior brands and filling factory clients, making the show highly efficient for our business. ”

Ms. Lynn LIN - Sales VP  
Hangzhou Ebei Industrial - Co., Ltd.

## VISITORS' FEEDBACKS

“ Luxe Pack Shanghai 2024 was very successful, engaging the audience in a dialogue with its green spirit. I particularly appreciated the Luxe Pack in green Award ceremony, which recommended some innovative and sustainable packaging solutions to the visitors. ”

Ms. Isabelle XU  
Regional Category Leader AsiaPac Packaging  
Associated British Foods  
China Co., Ltd.

“ Luxe Pack Shanghai exhibition provides a professional cooperation platform for brands and packaging companies to communicate. Adhering to the concept of sustainability, it drives the development and advancement of China's high-end packaging industry. ”

Mr. Charlie CAI  
Supply Chain Management Director  
Shanghai Remy Cointreau  
Trading Co., Ltd

“ Luxe Pack Shanghai 2024 provides an excellent platform for exhibitors, attracting professional buyers to visit. It's a premier event facilitating resource acquisition and effective communication. It deserves our long-term cooperation. ”

Ms. Mona Lee - Managing Director  
Pure Trade Asia - (Shanghai) Co., Ltd.

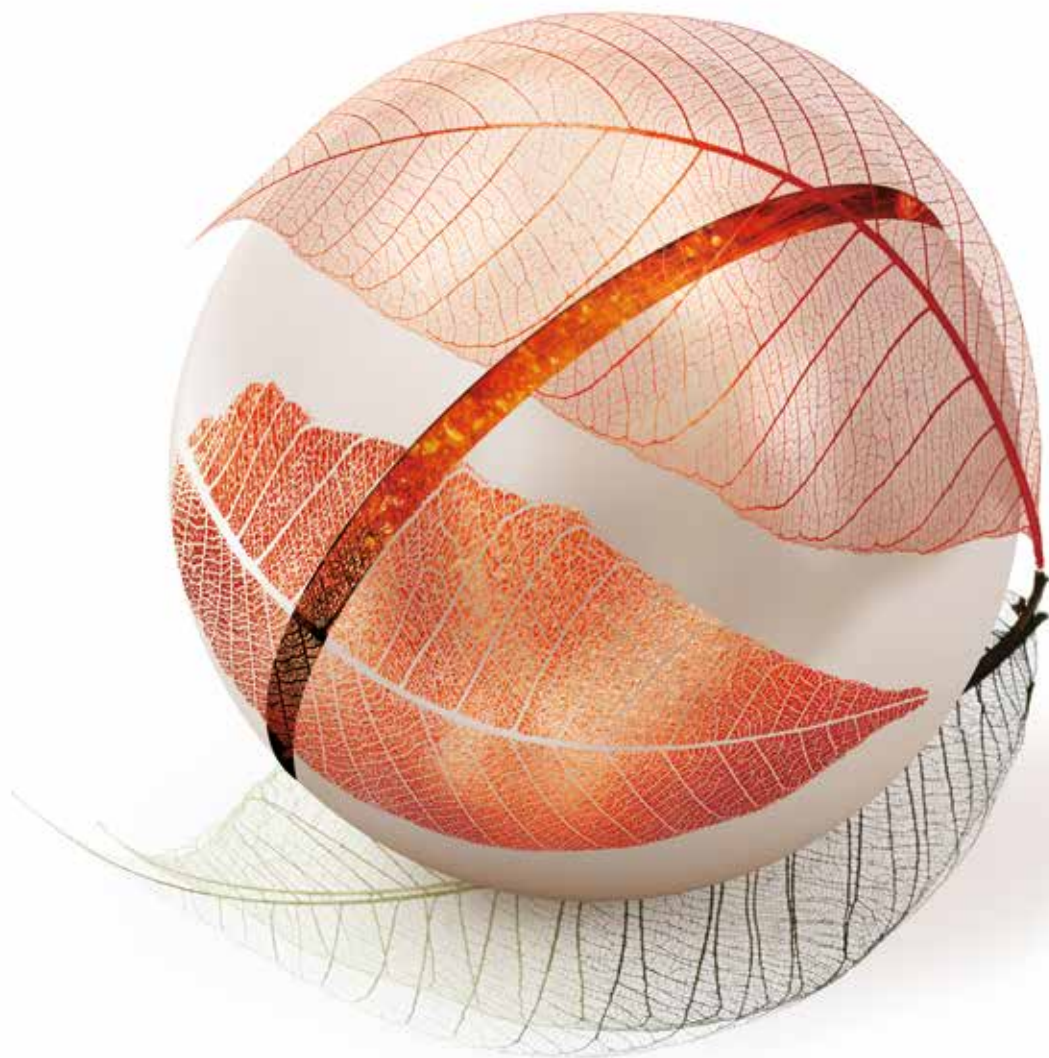
“ Luxe Pack Shanghai 2024 stood out for its superb organization and professional planning, bringing together leading packaging suppliers and top brands. It offers us an unparalleled platform for networking and collaboration. This exhibition not only connected us with valuable business contacts but also immersed us in cutting-edge market trends and technological innovations, which significantly fueled our business development and bolstered our brand presence. ”

Ms. Maggie CHEN - Marketing Manager  
Yama Ribbons & Bows Co., Ltd.

Ms. Wynn SHI - Director of Design Centre  
Proya Cosmetics Co.Ltd.

“ I visit the show almost every year, as there are many excellent design companies and technologically cutting-edge suppliers here. For brands, this event is a great opportunity to quickly find suppliers to bring their designs to life. ”





**WHEN:**  
**April 9 - 10, 2025**

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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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