

LUXE PACK SHANGHAI

LUXE PACK SHANGHAI 2019 common thread:

“Smart Packaging is Beautiful!”

Press release
November 8th, 2018

On April 10 & 11, 2019, LUXE PACK SHANGHAI will be back for its 12th edition at the Shanghai Exhibition Center, continuing to bring unparalleled creative products and market insights to the packaging industry in China.

LUXE PACK SHANGHAI unveils its 2019 common thread: “Smart packaging is beautiful!”, to help participants get a global vision of what packaging can be today and tomorrow, though remaining attractive and answering to consumers’ needs.

LUXE PACK SHANGHAI 2019 will bring together 200 packaging specialists, selected for their know-how and creativity, and more than 4,500 key decision makers in perfumery, cosmetics, wines and spirits, food, fashion, tobacco and electronics etc...will visit the show.

In addition to the exhibition space, LUXE PACK SHANGHAI will also hold a variety of onsite activities to help exhibitors promote their products and establish their own business network; as usual, an intense programme of conferences will provide insights and inspiration to visitors.

Already 2/3 of the surface is booked....

2/3 of the surface is already booked; Bags, boxes, raw materials suppliers (paper, foam, plastics...), containers, labels, collars, ribbons, design agencies... many innovative products and packaging solutions will be shown at LUXE PACK SHANGHAI by an array of 200 packaging manufacturers coming from all over the world to present their latest innovations.

The show has so far attracted the active participation of many new exhibitors such as Gold Win Premium Packaging, Guanlin Packing Box, Hsu Bor Color Printing, Jinyu Technology, MingJiang Packaging, Ningbo Beaut Premium, Sappi.....not mentioning the numerous faithful ones!



2019 common thread: Smart packaging is beautiful!

According to Technavio, the global smart packaging market has a CAGR of nearly 8%, and will exceed \$31 billion by 2019. With the support of various new technologies, the wave of high-tech has pushed packaging to a higher level of development. Offering to premium brands a large panel of the latest innovations in packaging, and understanding the changes and trends in the consumer market have always been at the core of LUXE PACK SHANGHAI DNA.

This year’s common thread: **‘Smart packaging is beautiful!’** is no exception.

Because luxury packaging is at the forefront of new technologies, and luxury brands always place aesthetics and design at the core of their strategy, LUXE PACK SHANGHAI 2019 will explore with participants, innovative and connected packaging solutions, new functionalities, personalization techniques, design and eco-design issues, new usages, trends...all answering to today's consumers' expectations.



Onsite activities and rich programme of conferences

In addition to the exhibition, LUXE PACK SHANGHAI will also hold a variety of onsite activities to help exhibitors promote their products and establish their own business network.

LUXE PACK *in green*: The best eco-friendly packaging solutions or sustainable business initiatives will be selected by a jury of luxury brand representatives and industry experts;

LUXE PACK *innovation wall*: A great place to focus on innovative products and the latest packaging solutions;

TURBO TALKS: 2-minute presentations to introduce the latest packaging solutions and interact with the live audience;

360°PERSPECTIVE SESSION: Exhibitors co-presenting with one of their customers, a case study showing their capabilities from packaging design concept to end of production.

A 2 day full schedule of seminars covering technology, trends, branding and industry hot topics: a great opportunity for brands to get first-hand market information and latest trends.



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

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