

LUXE PACK SHANGHAI

LUXE PACK SHANGHAI 2019:

A selective platform and impactful programme

Press release
January 11th, 2019

The 12th edition of LUXE PACK SHANGHAI will again, on April 10 & 11th, present a panel of the best packaging manufacturers to luxury brands decision makers.

This boutique-like show focusing on high-end packaging is now renowned for its selectivity, and the creativity shown on all booths and experiences on site. And the 2019 edition is of no exception!

Thus, visitors will discover nearly 200 exhibitors, showing their latest innovative packaging solutions and the conference programme and dedicated spaces will be food for thought and inspiration, to stay at the forefront of packaging innovations, design and trends.

A selective platform of packaging specialists



Nearly 200 exhibitors have confirmed their presence at LUXE PACK SHANGHAI, to show their latest innovations and packaging know-how.

Visitors will discover new packaging solutions, raw materials, various packaging accessories, techniques, decoration possibilities, personalization for high-end packaging, design agencies...

They will have the opportunity to meet their current suppliers, and to source new ones, answering to their

requirements in terms of R&D, innovative solutions and flexibility.

There will also be many sustainable solutions presented, and even highlighted in the LUXE PACK in green wall and awards.

New materials and their concrete uses in packaging will be part of the market insights proposed by the show, as a strategic way to differentiate packaging and to decipher trends.

The whole exhibitors' list is on line: <https://www.luxepackshanghai.com/en/visit/participant-list>.

Conferences and Speakers, a rich market and trends view

The intense 2-day conferences programme built on experts and luxury brands testimonies will give auditors, a rich content on topics such as:

- Cosmetic packaging to answer Chinese, Japanese or American women desires,
- The environmental practices to support your business,
- Digital and e-commerce to engage Chinese consumers,
- New trends in wines & spirits packaging,
- Perfumes in China,
- Smart packaging....among others.

Fosun Group, Makanai Cosmetics, Inoherb, Oriflame, Tongrengtang, Yanghe, Camus Yuanliu, Yantai Changyu Pioneer Wine, Boitown, Beauty Scenes, Givaudan...and also Farfetch, BSR, Le Journal du Luxe, Perspectives lab...and more experts will share their experience and vision, for an even more impactful contribution.

The 2019 common thread “smart packaging is beautiful” will explore innovative and connected packaging solutions, new functionalities, personalization techniques, design and eco-design issues, new usages, trends....all answering to today’s consumers’ expectations.

The whole programme of this amazing 12th edition is already on line (<https://www.luxepackshanghai.com/en/visit/conferences> and <https://www.luxepackshanghai.com/en/visit/events>)



From left to right, some of the speakers: Mayumi Tachikawa, Makanai cosmetics; Yunlin Dai, Yanghe; Anna Kim, Camus; Jian Li, Boitown

LUXE PACK SHANGHAI will share again the show platform with MakeUp in Shanghai, same dates, same venue. MakeUp in..., a professional makeup show gathering the most innovative, creative and cutting-edge products of the make-up universe from ingredients to formulation, make-up packaging and full service.

LUXE PACK SHANGHAI will also be a great opportunity for packaging professionals to network with their peers in a convivial atmosphere. Definitely, an exclusive platform in China for them...

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

Media contact:

For Europe: Maryvonne LANTERI | Email: mlanteri@idice.mc | Tel: 00 377 97 77 85 60

For Asia: Jenny YAO | Email: jenny@adventi.com.cn | Tel: 021-51692006*830