

LUXE PACK SHANGHAI

LUXE PACK SHANGHAI: A 2-day intense programme An excellent opportunity to learn and be inspired

Press release
March 27th, 2018

To enhance their visit at LUXE PACK SHANGHAI, the premier show for creative packaging in Asia that will take place on April 11 & 12 at Shanghai Exhibition Center, decision makers from all luxury sectors (cosmetic, jewelry, wine, food, tobacco, electronics...) will benefit from the 2-day intense free programme and exclusive activities & inspiring areas. With the common thread: "Experience the future of luxury packaging!", global experts, brands' representatives testimonies and best practices will feed a programme made to measure, to provide inspiration and new insights on hottest topics. Thus, it is not surprising that an increased number of decision makers already pre-registered, not to miss this unique platform in Asia!

A 2-day intense program



How to imagine, design and manufacture the packaging of today and tomorrow? The common thread will help giving answers to this strategic question through debates, testimonies from brands, global experts and consumers. Attending will be the best way to get the best of this non-stop free programme.

Kitty Chen, Brand General Manager China, Cha Ling will give her point of view on Luxury, Packaging and Nature, along with Yanzhi Zhang, President Ning Xia Pigeon Hills Winery.

On what is driving sustainability today in China, visitors will hear about experiences from Alexandre Bouras, Quality Manger Asia Pacific Operations Groupe Rocher, Lydia Dong, Senior Manager Branding Department -Visual Management at Chow Tai Fook (photo) and Mike Huang, Governance, Environment & Regulatory Manager, Diageo China(photo).



Chuanxi GU, Deputy Dean, SIVA and Sasada FUMI, CEO Bravis International, respectively Chinese and Japanese famous designers, will discuss about the design packaging culture of both countries.



Breakthrough innovation will be unveiled by Hong Yu, Brand development Director, Herborist, and Jun Xu, Director of Creative Design at Industrial Design Center, Shanghai Jahwa (photo).

Walker HU, Estate Division General Manager and Brand Center Director, Empereur Tea, and Merwan Younes, Director and Co-Founder, Paul

Lafayet (photo) will debate about the differentiation they're looking for in other sectors...the cross-fertilization LUXE PACK provides thanks to its multi-sectors offer.



Just to name a few of these rich, concrete and inspiring debates!

(See the complete program: <http://www.luxepackshanghai.com/en/visit/conferences>).

Interactive areas and highlights providing valuable market insights

« INNOVATION & SURPRISE » by SIVA



Combining creativity and realism, students at SIVA have a refreshing eye on design. Visitors will discover the packaging solutions they imagined on the topic: "Innovation & Surprise"....

LUXE PACK INNOVATIVE MATERIALS by



In association with neuni matériÓ, new material packaging trends and issues facing packaging professionals and designers will be explored....



LUXE PACK trends incubator by centdegres invites visitors to rediscover the world of packaging through 3 iconic Traditional Chinese Medicine roots, framed into the Food & Beverage industries. A journey with all senses for an exclusive inspirational and digital experience!

More inspiring areas & highlights at the show: LUXE PACK innovation wall, Turbo Talks, LUXE PACK *in green*...

No doubt that LUXE PACK SHANGHAI will be the not-to-be-missed event for packaging professionals in Asia.

LUXE PACK SHANGHAI 2018 – April 11th and 12th–Shanghai Exhibition Center
For updated information, please visit our website: www.luxepack.com

PRESS CONTACTS

EUROPE: Maryvonne LANTERI - mlanteri@idice.mc -Tel.: 00 377 97 77 85 60

CHINA: Jenny YAO - jenny@adventi.com.cn - Tel: 021-51692006-830