

LUXE PACK SHANGHAI

LUXE PACK SHANGHAI 2017: THE BEST EDITION EVER!

An exclusive show and a not-to-be missed packaging trends observatory

Press release

May 15th, 2017

LUXE PACK SHANGHAI 2017 was concluded with historic heights after two days of innovative display, nourishing programme and business exchanges.

The event welcomed 4284 visitors from 41 countries, up 10% versus 2016; the show gathered 200 exhibitors from 12 countries.

Visitors and exhibitors had both a highly positive feed-back on the show:

- Many innovative packaging solutions presented, opening minds to new technologies and new inspirational materials;***
- A high quality and quantity of visitors, from different sectors, with concrete projects to achieve.***

This 10th edition has fulfilled all its promises, taking the show to the next level!

In 2018, LUXE PACK SHANGHAI is proud to announce the launch of MakeUP in...SHANGHAI, the renowned make-up platform worldwide, at the same dates and same venue.

The best edition ever!

LUXE PACK SHANGHAI 2017 hosted 200 exhibitors from Mainland China, Hong Kong, Taiwan, Japan, Korea, India, UK, France, Germany, U.S.A., Italy, Sweden, Spain, etc... Among them, a third were new exhibitors. They all joined the trade show with innovative products and know-how presenting cutting-edge packaging solutions to visitors. 4284 people visited the trade show, showing a 10% increase over 2016. And 90% of them were top managers: General Management, Marketing, Purchasing, Design or R&D departments! These decision-makers from cosmetics & perfume, fine foods, wine & spirits, fashion, jewelry, tobacco and other sectors were looking for new packaging solutions.



LUXE PACK SHANGHAI 2017 Event Highlights

This year, several new areas and highlights were organized, providing the show a new dynamism, an even richer content, and giving visitors, opportunities to learn more about trends, innovations and be inspired. Here again, LUXE PACK SHANGHAI has taken the show to the next level!

With **TECH HUB**, a new space dedicated to ground-breaking technologies, visitors experienced new technological solutions such as: connected solutions, connected packaging, augmented reality, 3D printing, digital printing, authentication, traceability... targeting their today's specific needs.



LUXE PACK innovation wall A NEW visual wall display that showcased the most impressive packaging developments of the year. Through this one-stop area, visitors can find new insights and their ideal suppliers efficiently.

The highly successful, second edition of **Turbo Talks** returned to LUXE PACK SHANGHAI, providing visitors a chance to learn about exhibitors' expertise and solutions in a 2-minute speech.



Keeping sustainability at the forefront of the creative packaging industry, **LUXE PACK in green** honored the 2 exhibitors. Metsä Board received the LUXE PACK in green prize for his Metsä Skincare Gift Box in the packaging solutions category and James Cropper received a prize in the responsible initiatives category (see press release dated April 20th).



LUXE PACK Trends Incubator, an exclusive and interactive area created in association with centdegrees design agency where creativity and technics mix to inspire. A complete experience that many visitors appreciated on site and gained inspiration about packaging design.

Showcasing hundreds of the most unique new materials, **LUXE PACK INNOVATIVE MATERIALS by NEUNI MATERIO**, demonstrated how to change the overall atmosphere of product packaging through innovative materials in order to attract more customers.



Crowded Intense conference programme!



A knowledge-rich, information-filled programme comprising more than 14 educational sessions led by a stellar line-up of international professionals and experts received a great attendance. Pr. Yongqi Lou from Tongji University along with traditional Chinese brands representatives discussed about the Chinese heritage as an answer to today's luxury consumers' expectations. Another hot topic today in China is the perfume sector; Yuang Chua, Marketing Director of Ferragamo

Perfumes, Jian Li, President Boitown, Zhenguo Weng, Chairman Xuelei Cosmetic or Celestine Tan, Marketing Manager Givaudan all gave their point of view and prospective. Sessions dedicated to new materials, design and color trends, or else wines and spirits with the testimony of Yihan Wang, President Chateau Junding President and of Yanzhi ZHANG, President Château Guanlan were crowded!

Building on its results and major recognitions, LUXE PACK SHANGHAI is today more than ever, The place where selected packaging suppliers showcase their cutting-edge packaging technologies and solutions, where they can network with decision-makers for business opportunities. LUXE PACK SHANGHAI serving the industry as an exceptional international platform for creative packaging and market benchmark, will continue to offer valuable market insights and promote industry development.

**LUXE PACK SHANGHAI will be back in 2018
from 11 to 12 April at Shanghai Exhibition Centre.**

For further information please visit the official website: www.luxepack.com

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Exhibitors' feedbacks

This is our fourth year to participate in LUXE PACK SHANGHAI. We've met a variety of clients and got lots of inquiries from different sectors.

Mattews DENG, Project Manager of HONDA Printing Solutions

We have the chance to communicate and exchange with the industry and cross industry. Through the comparisons between the industries, we've found some new opportunities and learned many things.

Guozheng JIANG, Vice General Manager of Nianxiang Design

This is the first time we exhibit at LUXE PACK Shanghai exhibition. The response has been very good for the customers. We see lots of people and we think the exhibition is very very beneficial for all of us!

Tej Raj SINGH, DGM - Lamination Films Exports of Cosmo Films

We decided to participate to LUXE PACK SHANGHAI, because that's a very important exhibition for the luxury packaging. Chinese market is very important for us because it's one of the main growing markets. We are here to present our high range of products and we expect to meet the local brands for perfumery, cosmetics or make up ...

Simone BARATTA, Business Unit Director of Prestige Perfumes of BORMIOLI LUIGI

Visitors' Feedback

This is my fifth year to participate in LUXE PACK Shanghai, I'm so happy to see so many innovative products and we have discovered so many creative ideas! The show is also very well organized, and we've got a lot of interesting topics and information from seminars.

Jessy ZHANG, Purchasing Manager of PERNOD RICARD

I think there's a lot of progress in the whole atmosphere this year, especially in paper and all kinds of packaging material. You can see the technology is changing fast, some very unique products can be found at the show.

Yuang CHUA, Greater China Director of Parfums of Ferragamo

The exhibits are very stylish and international which have great reference meaning and value for us. That is the main reason we come here every year.

Jinyu HU, Estate Division General Manager and Brand Center Director of EMPEREUR TEA

We have gained a lot from the show and met many new partners. Some foreign exhibitors gave us many new inspirations.

Lydia DONG, Branding Department-Visual Management Manager of Chow Tai Fook Jewellery