

# LUXE PACK SHANGHAI

**Over 5,000 visitors at LUXE PACK SHANGHAI!**

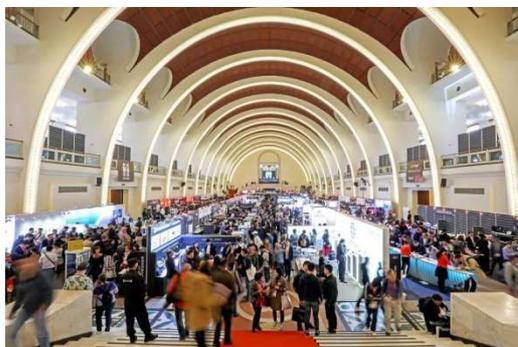
***Unequaled benchmark show***

Press release  
May 6th, 2019

After 12 years of development and successes, LUXE PACK SHANGHAI has become an indispensable gathering of the creative packaging industry in Asia. This year, the show once again confirmed its reputation, attracting over 5,000 visitors, showing a 15,5% increase versus 2018!

Innovations, trends, new comers, exclusive insights and experiences... the show is the ideal sourcing place with the 200 exhibitors proposing their latest achievements and a nourishing inspiring platform for brands!

An unprecedented record, confirming LUXE PACK SHANGHAI as a reference boutique-like show in Asia, for packaging professionals.



## **Highly Qualified Visitors...**

Are key for the success of the show since its inception; and 2019 was no exception to that rule, with highly qualitative visitors' profiles:

- 86.5% of visitors were decision makers: General management, Purchasing, Marketing & Communication, Design, Development & Research..
- 90% of visitors were coming from China; 5% from the rest of Asia and 5% from Occidental countries (Europe, the Americas, Middle East, Australia...); a total of 53 countries visited the show this year!
- 70% represented Chinese brands, while 30% were from foreign and international brands.

### **Bringing together innovative resources from all over the world**

200 exhibitors specialized in all types of packaging showed their leading-edge packaging technologies, materials and crafts. As a specificity of LUXE PACK SHANGHAI much appreciated by brands, the show addressed different sectors: beauty and fragrance, wines & spirits, fashion, healthy and fine foods, jewelry, watches, tobacco... It provides a wealth of options and one-stop sourcing unique solutions for these industries.



### **Gathering industry leaders and sharing exclusive trends insights**

During the intense 2-day conferences programme, many brands discussed on hot topics: consumer desires, e-commerce strategy, new trends in wine & spirits packaging, perfumes in China, smart packaging, crossover collections.....among others. Fosun Group, Sephora, L'Oreal, Makaanai Cosmetics, Inoherb, Tongrengtang, Yanghe, Camus Yuanliu, Diageo, Boitown, Beauty Scenes...were among the top brands that brought their expertise and shared their experiences, thus offering to attendees, a rich contribution and a view on the best practices.

Some experts such as Perspectives lab, BSR, Shanghai Packaging magazine, Formes de Luxe magazine...also contributed to propose top level enriching debates.



### **Interactive areas and highlights providing valuable market insights**

Sephora chose LUXE PACK SHANGHAI to unveil its latest collection: CHINA RED, designed and manufactured in China for China. An amazing packaging range for make-up and cosmetics lines designed by centdegres agency.

LUXE PACK *Innovation Wall*, Turbo Talks, LUXE PACK INKside colors, LUXE PACK innovative materials by neuni, etc., continued to bring inspiration with some brand-new innovations, live presentations, exclusive experience on colors, or future possible materials for packaging.





Focusing on sustainable development, LUXE PACK *in green* has been the premier event for brands, to discover all sustainable packaging solutions they are looking for. This year, the jury selected two ex-aequo winners: Favini Srl with its BIO+ VAGHEGGI packaging and Nationalpak with its Compostable Stone Massage Oil Packaging. Nationalpak also won the award in the sustainable initiative category (see details in our press release dated April 17<sup>th</sup>).



### **Same dates, same location, co-presented again with MakeUp in Shanghai**

LUXE PACK SHANGHAI shared again the show platform with MakeUp in Shanghai, the only and unique B to B make-up event, for a comprehensive event and a winning combination.

This April 2019, LUXE PACK SHANGHAI has confirmed to be the not-to-be-missed event for packaging professionals in Asia, and will return next year, on April 8-9, 2020, at the Shanghai Exhibition Center.

For more information, please visit our website: [www.luxepack.com](http://www.luxepack.com)

### **They said about LUXE PACK SHANGHAI 2019:**

#### **Anna KIM, Brand Activation Manager, CAMUS YUANLIU**

“LUXE PACK is very famous for showing us their friendly atmosphere and making so many exciting exhibitions for everyone in the industry.”

#### **Lingzhi TANG, Senior Brand Manager, SHANGHAI INOHERB COSMETICS**

“Every time I attend the show, I see new highlights, including a new performance on packaging and suppliers. So for our brand side, we can find more trends, including some good packaging that can meet the needs of our customers.”

#### **Yunlin DAI, Vice General Manager of R&D, YANGHE**

“This exhibition is better than previous years. Whether it is paper products or containers or caps, it has made great progress.”

#### **Yousra Gherairi, Key Account Manager & Brand Owners, STORAENSO**

“It is really important for us to be here to meet with our customers, also potential customers.

And this is our best show I would say during the year to meet all those peoples.”

**Emma WANG, Regional Sales Manager, NINGBO JINYU TECHNOLOGY INDUSTRY CO., LTD.**

“We feel that this exhibition is very professional, and the customers come from international brands. We think we will come again next year.”

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