

# LUXE PACK SHANGHAI

## FULL SUCCESS FOR LUXE PACK SHANGHAI *in green* SESSIONS!

Press release  
November 17<sup>th</sup>, 2017

***For the 1<sup>st</sup> time, LUXE PACK SHANGHAI has offered its exhibitors and prospects, training sessions on sustainable development and on LUXE PACK in green Awards.***

***Taking place in Shanghai and Shenzhen late October, they encountered a full success with large attendance in both cities!***

***The interest for sustainable development of both suppliers and brands is booming in China and LUXE PACK SHANGHAI is the first and unique show to answer to these new requirements from the luxury sector.***



LUXE PACK SHANGHAI is the premier event in China, showcasing sustainable development for creative packaging and responsible companies.

LUXE PACK *in green* Awards were inducted in 2012, to shed light on all the exhibitors' eco-conceived packaging solutions and from 2016, also on responsible initiatives from packaging companies.

Today, sustainability has become a key element in the creative packaging industry:

- Pushed by the government and its new environmental measures;
- Pulled by consumers who become more and more environmentally conscious...

Moderated by Collective Responsibility, a Shanghai based strategic advisory firm, the free sessions were built with the objective to provide attendees keys to answer these questions:

- How to meet luxury brands demands in terms of eco-responsibility?
- How to compete and win the LUXE PACK *in green* Awards?

Attendees have learnt and worked on sustainability and on LUXE PACK *in green* criteria...lightened by some brand testimony:

Frédéric Liberman, General Manager Group Rocher, presented his way of “living” sustainable development with his suppliers. He gave attendees some strong ideas: “Waste is money” or else “Suppliers are becoming true partners of brands in sustainability”...



Some past LUXE PACK *in green* winners presented their experience and benefits from the Awards they received.

These inspiring and interactive LUXE PACK *in green* sessions gave such satisfaction to the attendees that the majority of them plan now to participate to LUXE PACK *in green* Awards next April!



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

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