



Press release
September, 25th 2009

**LUXE PACK MONACO 2009: about 80 new exhibitors present
truly original packaging solutions**

LUXE PACK MONACO, the leading world-wide exhibition for upscale packaging solutions, will take place from 21 to 23 October 2009, at the Grimaldi Forum.

This year, about 80 new exhibitors will offer visitors the extraordinary opportunity of finding new suppliers and skilled providers.

Moreover, the exhibition's new services shall allow all participants to benefit from an even more enriching and fulfilling experience.

New exhibitors

The 22nd edition of the Luxe Pack Monaco exhibition is particularly promising, and particularly so in terms of exhibitors. 78 businesses, indeed exceeding 20% of the total amount of existing companies, shall be participating for the first time in the Monaco exhibition!

Leading manufacturers who possess important Research and Development capabilities, as well as SME offering highly professional services which sometimes require ancient knowledge and skill (leather case making, fine metal crafting, marquetry) or avant-garde techniques, will be exhibiting their products and innovative solutions in terms of packaging design and manufacture.

Boxes, jars, presentation boxes, crownings, bags, single doses, point-of-purchase advertising material, finishings... made from various types of material: plastic, glass, textile, metal, leather, wood... We should also mention design agencies: during their 1st participation in the fair they will undoubtedly make a point of unveiling their luxury brands, techniques and expert skills to all important visitors to the exhibition.

This year's new exhibitors are based throughout the world, most of them in Europe, particularly in Italy. However some of them are also based in the USA, India, Switzerland and other Asian countries.

The position of the Monaco Luxe Pack, which caters across several luxury sectors, shall be strengthened by covering sectors ranging from cosmetic and perfumes to tobacco, wines & spirits, gourmet food products, jewelry, luxury pens, eyeglasses, thus making the exhibition a "must" for all upscale markets.

The variety and exceptional opportunity of meeting all packaging professionals in one venue will certainly satisfy the business visitor as well as an international audience.

An enriching experience

Luxe Pack Monaco has maintained its reputation throughout the years based on a solid conference program that pragmatically delves into essential issues regarding luxury brands. The 2009 edition shall keep this tradition alive by concentrating on market trends, sustainable development issues, the identity of luxury brands, sociological studies, the influence of new and emerging markets, etc.

Participants and people of international renown will participate and express their opinion. Some of these special guests are:

- Véra Strubi: who is behind the greatest Thierry Mugler brand perfume success, *Angel*;
- Noé Duchaufour Lauwrance: a designer who is dedicated to creating original objects and areas that tell a story;
- Marc Rosen, Internationally known designer.

The exhibition will allow visitors to be inspired and shall provide essential and new information (« Luxe Pack in Green », « Lips of Luxury », « More magic, less material », « Trend Observer »....).

Moreover, the 2009 edition offers new possibilities that aim to make the venue an event not to be missed: the visit of the exhibition may be prepared beforehand by using the event's new website. Free training sessions will be offered to luxury brand executives. Private meeting rooms will also be made available to brand representatives during the entire exhibition period.

The traditional Trend Observer, which has been in charge of analyzing and presenting our exhibitors' packaging design trends, has currently been morphed into an interactive restitution workshop that shall feature the participation of internationally well-known packaging design experts.

Appendix 1 : Press Accreditation form

Appendix 2 : New exhibitors' list

Appendix 3: Speakers' biographies and photos

Complete program of conferences and list of exhibitors upon request

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