

LUXE PACK MONACO increasingly attracts businesses!

The 23rd edition of the Luxe Pack Monaco exhibition that was held from 20 to 22 October 2010 at the Grimaldi Forum confirmed the event's leading position in the global industry of luxury packaging.

Luxe Pack Monaco offered its exhibitors and visitors a highly prosperous and encouraging business atmosphere.

Increased Quality in the Number of Visitors

The sunny days and studious participants marked the Luxe Pack Monaco exhibition's launch under the flag of the recovery of the global economy.

In spite of this, however, the event was affected by strikes which caused a slight fall in statistics (-3%), having received 5726 visitors.



However, if we concentrate on the number of participating firms, reports show an increase by 3%.

Many policy makers attended the event and the volume of business transactions proved promising.

International visitors: 80 countries were represented!

Numerous international visitors travelled in order to attend the event, amounting to 54% of the total number of visitors with no fewer than 80 countries represented!

It is worthwhile to note the progression of the United States, Spain and the United Kingdom, which had greatly suffered from the crisis in 2009.

Rich Exhibitor Participation

Exhibitors had prepared a particularly rich offer in terms of products, new creations and innovations that they intended to showcase during the Luxe Pack Monaco exhibition.

Many innovations were presented as an exclusive preview at each of their stands as well as within the context of the new "Innovation Forum".

This initiative was a successful event which brought together industrialists, who offered new manufacturing procedures or applications, and luxury brand stakeholders who were seeking new ideas and solutions in order to remain ahead of the competition.

Forty new exhibitors also extended the palette of manufacturers involved in the luxury packaging market.

The amount of international exhibitors was remarkable: more than 30 countries were represented at the exhibition, mainly from Europe, where firms have developed an extensive industry know-how.

Successful Exhibition Events

Exhibitors occupied the "Innovation Forum" area and presented their innovations in an interactive manner. This very quick format met huge success among visitors who wanted a maximum amount of information in a minimum amount of time.



The highly anticipated Luxe Pack in Green prize was awarded by the jury to Promens for its product named Ecolution.



Similarly, the Trend Observer workshop was a huge success. Deciphering the current trends in creative packaging in order to make them accessible to Luxe Pack Monaco visitors by illustrating and describing them is the role of the experts who attend the event on Thursday, but also that of the instructional showcasing at the Trend Observer area.

Conferences: a Soulful Addition...

Numerous reputed experts and personalities from the industry of luxury packaging were speakers at the conferences organized by Luxe Pack Monaco. These participants shared their knowledge on various subjects, thereby generating a true interaction:

- **Michel Fontaine**, President of CNE, **Dominique Garreta**, marketing director for Champagne Taittinger, **Stéphane Roth**, Décleor marketing manager, **Elizabeth Pastore-Reiss**, founder of the Ethicity cabinet discussed the issue of liability in the luxury sector in terms of ethics;
- The Chinese luxury market was a subject presented by **Martine Leherpeur**, which was supported by the testimony of **Aaron Ke**, General Manager of Herborist Chine;
- Simon Smith from **Pira International** unveiled a prospective study on the future of luxury packaging in 2015;
- **Organic Monitor**, and its General Manager, **Mr. Amarjit Sahota**, presented a conference about the packaging of organic cosmetics;
- **Emilie Copperman**, Symrise Senior Perfumer alongside **Mr. Alnoor**, and **Barbara le Portz** attended in order to manage the debate regarding the creation of perfumes and their packaging;
- Daniel **Kurbiel**, founder of **Polaar**, Jean-Claude **Laizeau** for Champagne **Ruinart** or Damien **Couliou** from Fauchon and sociologist Patrice **Duchemin** spoke on the issue of innovations and their constraints...

Whether they exchanged practical information or ideas and debates, each visitor was able to find answers to their questions or was able to find inspiration and development.

Participants and visitors thus appreciated the quality and diversity of the speakers and topics covered during the 3-day exhibition.



**The next Luxe Pack Monaco exhibition will be held from
October 19 to 21st 2011 at the Grimaldi Forum.**

Meanwhile, Luxury Pack invites you to mark your calendars with the following dates:

- 29 & 30 March 2011 in Shanghai and
- 18 & 19 May 2011 in New York.

IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.

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