

Luxe Pack Monaco 2010: a "Forum of Innovation" unveils the latest developments in packaging solutions

Luxe Pack Monaco 2010, the world's leading luxury packaging event will take place from 20-22 October at the Grimaldi Forum in Monaco and will feature the unprecedented « Luxe Pack Innovation Forum », which will unveil the exhibitors' innovative solutions.

Exhibitors often choose to display their newly released products exclusively at the Luxe Pack Monaco trade fair, aiming to illustrate their creativity and expressing their support for this leading trade fair through their active participation. On that account, Luxe Pack Monaco 2010 will be organising the « Luxe Pack Innovation Forum» for the very first time, thus allowing all participants to get a complete and global view of the latest packaging developments.

These scheduled presentations shall not exceed 15 to 20 minutes each and shall allow exhibitors to unveil their new products and innovative solutions, which may at times feature the use of highly specialised technology.

These sessions will take place throughout the 3-day event in a specially allocated exhibition room according to a schedule that shall be published on the Luxe Pack Monaco website starting September.

Today innovation is the key concept that may help your business stand out in a competitive economy.

The "Luxe Pack Innovation Forum" makes innovative solutions more visible and accessible, responding to the high expectations of luxury brands by showcasing innovations brought forward by its exhibitors. It provides a concrete and operative solution for visitors and an exceptional showcase for exhibitors.

Back to Luxe Pack Monaco 2009... an effective and successful get together despite the agitated economic context.

A particularly interesting and representative cross section of the profession on an international scale, with a total number of exhibitors of 330;

From which the 78 companies present for the first time – 25% of the total – offered a new, more extensive palette of business lines, know-how and materials.

Nearly 6000 visitors, with international representation of 55%;

7 out of 10 of visitors with a highly professional profile, ensured an exceptional level of business deals.

The large number of innovations, many of them presented exclusively at Luxe Pack Monaco, gave visitors food for thought and animated discussion.

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

IDICE is part of the INFOPRO COMMUNICATIONS group, one of the principal professional information groups in France, employing 800 people in France and abroad.

Press Contact: Maryvonne LANTERI

mlanteri@idice.mc

Tél. : 00377 97 77 85 60