

LUXE PACK MONACO

LUXE PACK MONACO, a business exhibition that is more international than ever!

Press release
November 8th, 2019



The 33rd LUXE PACK MONACO ended on 2 October on a more international note than ever with 52% international visitors from 98 countries - an increase of 14% against 2018 - which firmly positions the show worldwide, and the quality of the contacts made (about 80% decision-maker profiles) and the business done were two major criteria very much appreciated by exhibitors.

In addition, the conferences and debates were attended by 2,000 people which is a record for these three intense days.

The announcements unveiled on the first day of the LUXE PACK MONACO exhibition (innovations, group strategies, launches) undeniably offer a unique view of the market and trends for packaging professionals.

An essential trip for the 9,240 visitors...

Stronger international status

98 countries visited the exhibition this year, up 14% against 2018.

Attendance from the Middle East grew by 20% with visitors from Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Qatar, and the Sultanate of Oman.

New visitors made the trip from Ghana, Gambia, Gabon, Cambodia, and the Philippines.

Visitors from some European countries, such as Switzerland, Belgium, Finland and Romania, are on the rise as are those from the United States, China, Japan, India, and South Korea.

Launch platform

Once again, exhibitors kept their product launches, innovations, and major announcements for LUXE PACK MONACO allowing visitors to gain an up-to-date view of the packaging sector which is changing rapidly to meet societal issues.

Material, packaging solutions, smart and connected packaging, finishing and personalisation... Touring the aisles and booths provided a global vision of the novelties and packaging trends of today, supported by talks by the exhibitors at conferences on smart packaging, e-commerce packaging, and Turbo Talks at the booths in the LUXE PACK Digital Village where exhibitors gave their pitches on new traceability or authentication systems, connected POS, customisable and smart packaging, 3D design, digital retail, etc.

Sustainable development is no longer optional

This core theme for many years seems to have overtaken all other policies at the exhibition this year. Sustainable development was present everywhere on the booths: innovations, research themes, CSR commitments, etc., and some areas seemed more predominant, such as innovative materials for savings at source, recyclability and the concern for mono-materials or separability of parts, and refill solutions that meet the quality requirements of brands.

The session dedicated to sustainable development attracted a record audience of over 550 people! A complete first! It must be said that the conferences on two key themes were high-calibre: Diana Verde Nieto, sustainable development expert trained by Al Gore and winner of the World Economic Forum, led debates between representatives of luxury groups engaged in sustainable development, such as Louis Vuitton, IWC Schaffhausen, The Absolut Company, Kering Group, Guerlain as well as the Prince Albert 2 of Monaco Foundation and the European Packaging Design Association (EPDA).

The LUXE PACK *in green* Awards were a highlight of this afternoon with the announcement of the winners: Edelman and Eastman won the awards in packaging solutions and CSR initiatives while Estal proudly left with the panel's 'Special Mention' prize (see press release of 8/10).



Full house for conferences

For three days, the two conference programmes (LUXE PACK & LUXE PACK Formulation) were attended by 2,000 people, up 7% against 2018.

There were several highlights to this year's event:

- Emma Chiu, Global Director at JWT Intelligence, talked about the most relevant social trends and behaviours in the luxury sector expected in 2020. This report, sent to all visitors, is available for free here [link to form];
- guest of honour, designer, and visionary Ross Lovegrove shared his vision of design, including punch lines that hit the mark in his talk;
- a session devoted to the Middle East proposed analysis of and feedback from the region's emblematic groups.

LUXE PACK *formulation*, an exhibition within an exhibition



Perched in the Genoese Hall, the LUXE formulation ecosystem affirms its place. Its 24 exhibitors, all leading figures in their disciplines, found their audience. The formula / packaging duo is indeed key to an innovative formula providing all of its benefits to consumers. From basic research to final product packaging, innovation is a real challenge: the success of the LUXE PACK Formulation area demonstrates this need for perfumery and cosmetics formulation professionals and packaging

professionals to meet once a year.

The programme of conferences and exhibitor workshops was attended by some 400 people (up 15% against 2018) with peaks in audience for the round table on the green extraction of raw materials from recyclable packaging (Le Rouge Français, Guerlain, PH Fragrances & Boostinnov), green formulation, and aromatherapy presented by MEDENE.

'Without a doubt, for its 33rd year, LUXE PACK Monaco's reputation and network throughout the four corners of the world demonstrate that our exhibition is the place of expression par excellence for luxury packaging professionals. Non-stop quality networking and quality of visitors appreciated by all once again', concluded Nathalie Grosdidier, Executive Director of IDICE, organiser of LUXE PACK exhibitions.

Revive the edition [<https://vimeo.com/366702612#at=15>]

Save the date : September 28 – 29 – 30, 2020

For more information or interview, please contact: Maryvonne Lanteri – mlanteri@idice.mc -

00 377 97 77 85 60

www.luxepack.com - #LuxePack

LUXE PACK LOS ANGELES – February 11 – 12, 2020, Convention Center

LUXE PACK SHANGHAI – April 8 - 9 2020, Shanghai Exhibition Center

LUXE PACK NEW YORK – May 6 – 7, 2020, Javits Center

EDITION SPECIALE BY LUXE PACK – May 26 – 27, 2020, Carreau du Temple

IDICE organises professional events and fairs: LUXE PACK MONACO, LUXE PACK NEW YORK, LUXE PACK SHANGHAI, Edition Spéciale by LUXE PACK, 3D PRINT et FIP.

IDICE belongs to the INFOPRO Digital Group, a leading information and professional services group (2,700 employees, turnover of €350 million) covering several key sectors of the economy: construction, automotive, industry, insurance and finance, retail, tourism, and local communities.