

**LUXE PACK MONACO POSTPONES ITS 2020 EDITION TO NOVEMBER 30th, DECEMBER 1st and DECEMBER 2nd, 2020**

**AND THUS ADAPTS TO THE INTERRUPTED CYCLE OF LAUNCHES**

Press Release

June 11th,  2020

Initially scheduled on September 28th, 29th and 30th, 2020, the packaging show for luxury products is now moved to November 30th, December 1st and 2nd, 2020.

**ADAPT AND EXEMPLIFY THE IMPORTANCE TO MOVE OUR BUSINESS FOWARD**

LUXE PACK Monaco has established itself internationally for years as the largest gathering of packaging suppliers. They are selected for their ability to follow the requirements of the most demanding and creative brands. As the stage for numerous launches each year, the show is a perfect business platform for all brands. They can find large-scale displays and technical viewpoints to feed their inspiration and provide avant-garde industrial solutions.

The Covid-19 outbreak delayed the cycles of launches for many packaging manufacturers and luxury brands. This is why LUXE PACK has decided to support the industry and acknowledge this delay. The new dates of November 30th, December 1st and 2nd, 2020 at the Grimaldi Forum will allow the entire community to be aligned and to promote business recovery of the industry.

Postponing the show will also enable the industry to benefit from the increased reopening of borders.

**AN EDITION UNDER THE SIGN OF MODERATION AND EFFICIENCY**

The Covid-19 pandemic was an unforeseen event that adversely affected businesses around the world.  Due to this, the show management wants to focus on moderation for this Edition.  As an alternative to the traditional constructed booth, an inventory of turnkey booths, simple and high-quality, will be available.

The 2020 Edition will be more diligent and efficient for our community.  The show management will make all rooms of the Grimaldi Forum available to brands. It will give them an opportunity to take advantage of the trip to organize workshops with suppliers and partners (project reviews, presentations, etc.) in a safe and confidential environment.

LUXE PACK and its 470 selected exhibitors will offer an inspiring traditional show, with safe and confidential meeting spaces: an ultra-efficient working platform for brands striving to save precious time for their current and future developments.

In addition, the show management will maintain the exceptional measures announced previously, such as discounted pricing to most hotels.

A digital platform will be added to the show during the 3 days, to give additional visibility and leads to exhibitors on a global scale. This tool will bring together all LUXE PACK communities (Monaco, New York, Los Angeles and Shanghai). It will considerably highlight the content of the show as well: product launches, innovations, trends and interviews with experts, etc.

**STRICT HEALTH MEASURES**

The show management and the Grimaldi Forum is setting up a system that complies with the highest levels of hygiene and health security, starting from Nice Airport to the venue. Our goal is to provide a safe and welcoming experience.

With all of these pro-active initiatives tailored to the current situation, LUXE PACK 2020 is planning a pivotal Edition to accelerate the recovery of the industry.

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For any additional information, photos or interview,

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