

LUXE PACK MONACO

Press release report
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LUXE PACK MONACO 2011: A remarkable event!

The 24th edition of LUXE PACK MONACO, the worldwide trade fair for creative packaging, finished on the 21st of October. Held at the Monaco Grimaldi Forum, it was a runaway success.

A double-figure increase in visitor numbers, high-quality guests, numerous innovations debuted and some fascinating conferences combined to make LUXE PACK MONACO 2011 a truly exceptional event.

Record attendance

This year's event was exceptional for several reasons:

- Record visitor numbers (6355), an 11% increase on 2010. More than 70% of the visitors this year were decision-makers.
- Attendance of all the industry's key players, confirming LUXE PACK MONACO as an essential tool for all sectors of the packaging industry.
- Increased international presence – 52% of visitors of international origin, representing some 62 countries.



Happy, committed exhibitors

Visitors to LUXE PACK MONACO 2011 benefitted from the large range of packaging solutions on offer from the 350 handpicked exhibitors. The exhibitors represent the best of the world of luxury packaging. Bringing together their know-how and R&D, they are able to present visitors to the trade fair with the best of recent innovation in the packaging world. Globally recognised as a key event for packaging innovation, the 2011 edition of Luxe Pack was particularly illuminating.

D-Carte, new to Luxe Pack this year, set the tone for 2011. Debuting their patented video screen system (extra-thin LCD screen) that integrates a screen into packaging, presentation folders or press dossiers, Claude Maidemberg, President of D-Carte said *"The major benefit of a trade fair is being able to meet*

the major players in small and large organisations alike, with access to decision makers. Achieving so many meetings is normally very difficult. During Luxe Pack we made 130 new contacts in the space of 3 days! Our product was interesting to various visitor sectors, as many different departments from a single company visit LUXE PACK MONACO.”

Useful events and information

This year, as last, the Innovation Forum was a fantastic success. Whether through its windows, or its succinct spoken presentations, visitors to this area received an overall picture of the industry’s latest innovations. What better way to stand out from the crowd and find inspiration for new luxury goods markets?

The guest of honour, designer Kacper Hamilton, spoke in front of a rapt audience on the subject of his approach to working with clients from the luxury goods market, such as LVMH or Ballantine’s. His speech was a well-received insight into the world of design.



“Sustainable trends, desirable development” was the sold-out workshop topic on offer from the Plastic Eco design Center. Varied, relevant points of view were presented on the subject of sustainable development and its implementation on a day-to-day basis. Director of Sustainable Development from the Rémy Cointreau Group, Christian Lafage, spoke on the subject of integrating Corporate

Social Responsibility into businesses, aiming to “do our jobs in a responsible manner”. Beyond the importance of the involvement of General Management, he emphasised the importance of information, training and awareness for employees of all levels.

Other key speakers: Sumit Bhasin, Global Leader of Innovation manager for Procter & Gamble Prestige, Arlette Palo, VP of global Innovation for Estée Lauder and Henry Renella, VP for Packaging Development for Estée Lauder. Marc Rosen, renowned American designer, invited all 3 speakers. They addressed the topic of innovation, sustainable development and creativity, again to a packed house.

Equally important is the success of the LUXE PACK IN GREEN 2011 prize, awarded to Eastman Chemical for their Glass Polymer™, on which you should have already received an update.

These are only a few examples of the exceptionally high-quality work seen during this year’s Luxe Pack Monaco.

The next edition of LUXE PACK MONACO will take place from October, 24 th thru 26 th 2012 at the Grimaldi Forum.



Credit photos: "Philippe THERY // www.philtyphoto.com"

Press Contact : Maryvonne Lanteri - mlanteri@idice.mc - 00 377 97 77 85 60

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