



Press Release
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Pack & Gift 2009: repeat success story for this 2nd edition
Number of visitors up from the last edition – An intelligent concept

The 2nd edition of Pack & Gift, the event-based and promotional packaging fair closed its doors on a high note on 4 June 2009.

The number of visitors to the fair climbed by 8.6% from last year, reaching 2589 (versus 2384 in 2008).

100% targeted exhibitors and visitors

The distribution of exhibitors covered a wide range of the considerations of visitors: packaging solutions (58%), promotional objects (14.5%), trimming, decoration, printing, labels (11%), design agencies (5 %), ribbons, materials, accessories (5%), and other (foam, PLV, made-to-measure packaging, services) (6.5 %).

Visitors to hall 5.1 on 3 & 4 June came from a range of different business segments: food, drink and alcohol, perfumery/cosmetics, writing implements and leisure items/toys, timepieces/jewellery, mass electronics, tobacco, fashion, and the list goes on. The full range was represented, from bottom of the market goods to the luxury sector.

The specific profile of visitors makes Pack & Gift an unrivalled event and partially explains its success: central management on the one hand, and advertising, marketing and communications' managers on the other hand, representing brands and agencies.

Eye-catching interventions and exhibitions

The conference cycle and exhibitions met with clear success. Highlights of the event:

◆ The speech by the guest of honour, Agatha Ruiz de la Prada, was particularly appreciated. This flamboyant fashion designer can boast a career filled with limited editions, collector items and other special editions, and simply exhibited her work for brands and her dual edged priority: faithfully maintain brand DNA while adding a touch of creativity.

◆ "Pack & Green", a rich and eclectic display of the sustainable innovations of exhibitors, provided visitors with information and inspiration. Event-based and promotional packaging has adapted to the "green" demands of brands, and "Pack & Green" is a successful illustration of this aspect.

An intelligent concept

The original concept behind this new fair has proved its worth; the event provides a unique opportunity for brand advertising and marketing managers to prepare event-based offers in one single venue, providing leverage for sales.

Reactivity and creativity are the assets of Pack & Gift; this fair has the right ingredients for success: experienced suppliers, aware of the specific requirements and restrictions inherent to limited editions, and experts in information and inspiration.

Visitors included many short-term project leaders who were able to meet with specialist manufacturers in event-based packaging, with dedicated ranges, rather than generalist manufacturers.

This manufacturer-brand targeting process is the basis for the success of this event.

The medium size of the fair encourages discussion and business in a professional and yet relaxed atmosphere.

Let's hope history will repeat itself for the 3rd edition on 2 & 3 June 2010, Porte de Versailles, Hall 5.1.

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

IDICE is part of the ETAI group, one of the main professional information groups in France, with 700 employees in France and abroad.

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Pack & Gift