
LUXE PACK
WORLD

FROM MONACO TO WORLD

Monaco remains the destination.
THE WORLD BECOMES OUR REACH.

The world of luxury packaging is transforming.

Not just in where excellence comes from,
but in what brands ask for.

ACTIVE BRAND RECRUITMENT, REGION BY REGION

- EUROPE
- ASIA
- THE AMERICAS
- EMERGING LUXURY HUBS

We go out to find new pools of worldwide brands, and bring them to Monaco.



2027

IN 2027, LUXE PACK SETS A NEW STANDARD OF EXCELLENCE.

01

EXPAND OUR REACH

Access a broader brand pool.

02

ANTICIPATE WHAT'S NEXT

Become part of the conversations shaping tomorrow.

03

CONNECT WITH THE RIGHT PEOPLE

Turn presence into qualified opportunities.

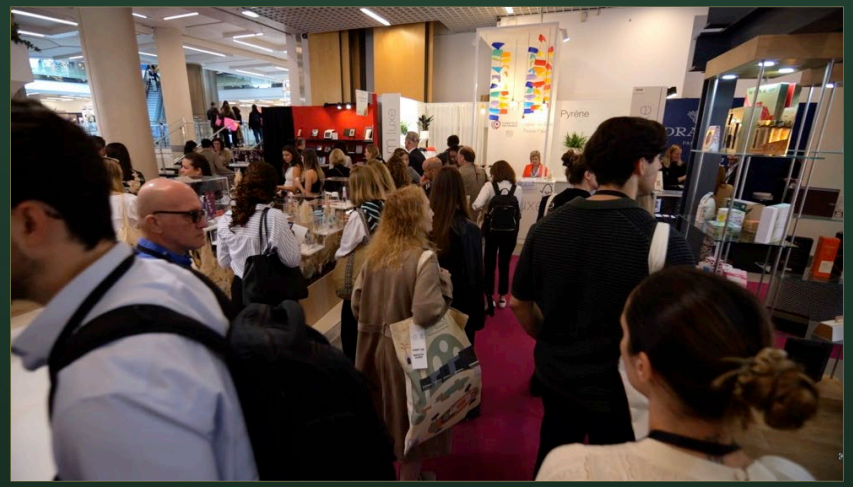
04

CREATE THE CONDITIONS FOR BETTER BUSINESS

An elevated environment designed for meaningful interactions.

IN CONCRETE TERMS

WHAT WILL ACTUALLY CHANGE IN 2027?



01	BRAND RECRUITMENT	Expanded internationally and across all sectors.
02	AUDIENCE SELECTION	Stronger qualification of visitors and decision-makers. Free entrance exclusively for brands and designers.
03	BRAND JOURNEY	Travel, welcome, lounges and curated journeys.
04	STRATEGIC CONTENT	A strengthened programme around Strategy, Innovation and Design.
05	EFFORTLESS EXHIBITION	One dedicated contact for all your exhibitor needs.
06	MATCHMAKING	Curated introductions and targeted 1-to-1 meetings.
07	NETWORKING	Dedicated moments designed around meaningful encounters for your business.
08	DIGITAL PLATFORM	A selective community nurtured all year round, going further than the tradeshow.
09	RECOGNITION	Awards and moments celebrating industry excellence.

01 · REACH

88%

OF ATTENDEES FROM THE LUXURY
& PREMIUM ECOSYSTEM

A LUXURY AND PREMIUM CATALYST OF EXCELLENCE IN PACKAGING



THE GOAL IS NOT TO ATTRACT EVERYONE.
IT IS TO BRING TOGETHER THE PEOPLE WHO MATTER.

02 · CONTENT

ANTICIPATE WHAT'S NEXT

PUT YOUR EXPERTISE AT THE HEART OF THE QUESTIONS SHAPING THE INDUSTRY.

Beyond sourcing, a programme built around the questions transforming the industry, not only around what is displayed in the aisles.

WHAT IT MEANS FOR YOU

BRANDS COME TO ANTICIPATE WHAT'S NEXT.

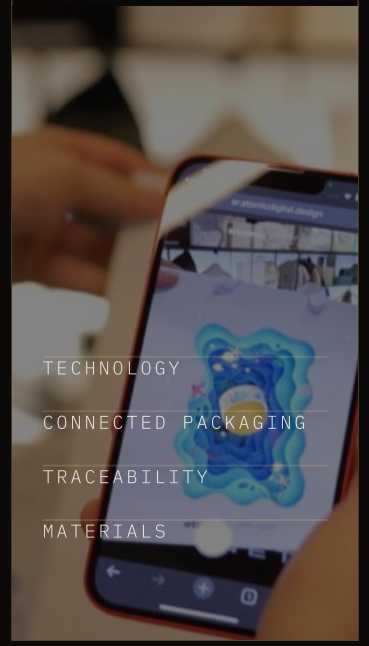
BE PART OF THE CONVERSATION BEFORE THE BRIEF EVEN EXISTS.

STRATEGY



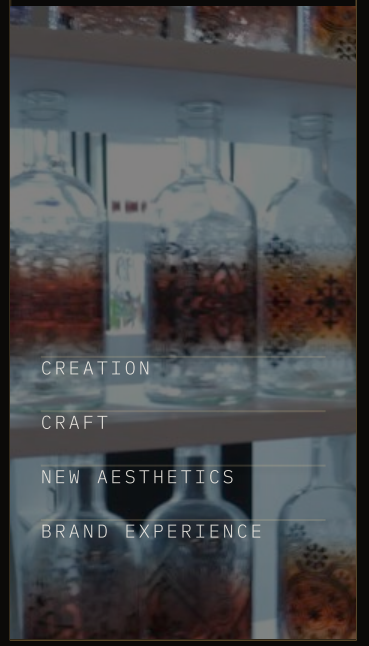
- MARKETS
- TRANSFORMATION
- SUSTAINABILITY

INNOVATION



- TECHNOLOGY
- CONNECTED PACKAGING
- TRACEABILITY
- MATERIALS

DESIGN



- CREATION
- CRAFT
- NEW AESTHETICS
- BRAND EXPERIENCE

THREE TERRITORIES, ONE FUTURE OF PACKAGING

03 · CONNECTION

CONNECT WITH THE RIGHT PEOPLE

A HIGHLY SELECTIVE AUDIENCE,
CONNECTED WITH GREATER INTENT.

- CURATED MATCHMAKING
- TARGETED 1-TO-1 MEETINGS
- LEADERS & EXPERT FORUMS
- NETWORKING & INDUSTRY MOMENTS



WHAT IT MEANS FOR YOU

FROM BEING IN THE SAME ROOM TO HAVING A REASON TO MEET.

- MANY POSSIBLE PROFILES
- QUALIFICATION
- RELEVANT MATCH
- CONNECTION

04 · EXPERIENCE

CREATE THE CONDITIONS FOR BETTER BUSINESS

AN ELEVATED EXPERIENCE DESIGNED TO BRING BRANDS IN, KEEP THEM ENGAGED AND CREATE THE CONDITIONS FOR MEANINGFUL INTERACTIONS.

MONACO, A CAPTIVE SHOW

For three days, the whole ecosystem stays, works and meets in one place.

THE ATTENDEE JOURNEY · DESIGNED FOR A SEAMLESS EXPERIENCE



01

FACILITATED TRAVEL & TRANSFERS



02

DEDICATED BRAND & VIP WELCOME



03

CURATED CONTENT JOURNEYS



04

DEDICATED LOUNGES



05

NETWORKING & SOCIAL MOMENTS



06

AWARDS CEREMONY

WHAT IT MEANS FOR YOU

A JOURNEY DESIGNED TO ENCOURAGE TIME, ENGAGEMENT AND CONNECTION.



SAME DNA.

A NEW DIMENSION.

REACH · CONTENT · CONNECTION · EXPERIENCE

LUXE PACK WORLD

A WORLD AHEAD OF PACKAGING

AHEAD IN STRATEGY.

AHEAD IN CONNECTIONS.

AHEAD IN EXPERIENCE.

AHEAD IN EXCELLENCE.

2027 AWAITS YOU.

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