

PACKAGING PREMIÈRE

SHAPING LUXURY



26.27.28 MAY 2020
MILAN

INTRODUCTION

Packaging Première is the selective exhibition dedicated to designers, luxury packaging manufacturers and international brands.

The fourth edition of the event will take place from 26 to 28 May 2020.

LOCATION

Milan - Fieramilanocity, pavilion 4

Milan, which has conquered a leading position on the international scene as a hub for fashion and design, hosting the headquarters of major luxury brands, is the perfect place for a high-profile event such as Packaging Première.

Fieramilanocity, the Italian exhibition and congress system flagship, is located in the heart of the city and is easily accessible for exhibitors and visitors.

2018
203 exhibitors
4800 visitors
8.000 m²



2019
242 exhibitors
6700 visitors
13.000 m²

EXHIBITORS' PROFILE

The exhibitors at Packaging Première comprise leading high-end names from the following sectors:

- **Raw materials and intermediates**

- paper mills
 - converters
 - special processes

- **Products**

- boxes and cases
 - glass, plastic, metal and wooden containers
 - shopping bags

- **Accessories and trims**

- fastenings, dispensers and trims
 - labels and ribbons
 - security systems

- **Services**

- packaging design firms
 - brand naming firms
 - brand management
 - consulting firms

VISITORS' PROFILE

Access to the exhibition area is free (subject to registration) and reserved for the following visitor categories:

- General Managers
- Purchasing Managers
- Marketing Managers
- Communication Managers
- Packaging Manager
- R&D Manager
- Sales Managers
- Art Directors
- Designers
- Graphic Designers

BUSINESS SECTORS

- Fashion and accessories
- Watches and jewellery
- Cosmetics and fragrances
- Wines and spirits
- Fine food
- Cigars
- Fountain pens

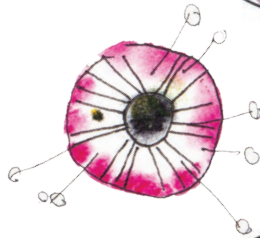
The event is not open to the general public

Other Countries: 12%

Nielsen Areas 3-4: 13%

Nielsen Area 2: 19%

Nielsen Area 1: 56%



Other: 2%

Packaging Managers/R&D: 7%

General Managers: 23%

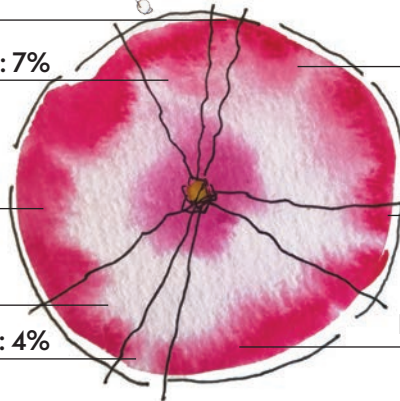
Art Directors/Designers/
Graphics: 22%

Purchasing Managers: 7%

Sales Managers: 10%

Communication Managers: 4%

Marketing Managers: 25%



TOP VISITORS

FASHION: Aeffe Group, Benetton Group, Byblos, Balenciaga, Canali, Céline Production, Chanel France, Cividini, Colmar, Dolce & Gabbana, Ermenegildo Zegna Hold Italia, Gianni Versace, Giorgio Armani, Guccio Gucci, Inticom, Marella, Marni Group, Moncler, Philipp Plein International, Prada, Salvatore Ferragamo Italia, Triumph, Valentino, Wolford // **ACCESSORIES:** Aquazzurra Italia, Bally Studio, Borbonese, Bottega Veneta, Fratelli Piacenza, Furla, Guess Europe, Levi's Footwear, Luxottica Group, Marchon Italia, Pelletteria Richemont Firenze, Ratti, Tod's // **FINE FOOD:** Allemandi Pasta di Langa, Barilla G&R Fratelli, Caffarel, Domori, Ferrero, Gran Deposito Aceto Balsamico Giuseppe Giusti, Icam, Industria Dolciaria Borsari, Lavazza Luigi, Lindt & Sprüngli, Maison Macolat, Noberasco, Rigoni di Asiago, Roggenkamp Organics, Venchi // **WINES AND SPIRITS:** Bellavista Franciacorta, Birra Menabrea, Bottega, Cantine San Marzano, Casal Thaulero, Cerveza Artesans Capitan, Davide Campari, Farnese Vini, Heineken Italia, Illva Saronno, Marchesi Antinori, Mazzei, Mazzetti d'Altavilla, Mionetto, Monumental Vodka, Ornellaia e Masseto, Valinch & Mallet // **COSMETICS AND FRAGRANCES:** A. Menarini Industrie Farmaceutiche Riunite, Acqua di Parma, Alfaparf Group, Angelini Beauty, Bottega Verde, Bullfrog - Gruppo Percassi, Danhera, Estée Lauder, Framesi, Intercos, Kiko, L.Manetti-H.Roberts, L'Erbolario, L'Oréal Italia, Niche and Co, Nobile 1942, Pupa Cosmetics, Womo, Xerjoff Group // **WATCHES AND JEWELLERY:** Belfort, Binda Italia, Bjorg Jewellery, Bulgari, Cielo Venezia 1270, Damiani Group, Dreamboule, Guess Europe, Lev Diamond, Locman, Morellato, Pomellato, Richemont Italia, Swarovski Internazionale d'Italia // **OTHER:** Andrea Bizzotto, B&B Italia, Caffè Gilli 1733, Cannavacciuolo Consulting, Caran d'Ache, Descamps, Frette, Librerie Feltrinelli, Moleskine, MSC Cruises, Museo Egizio di Torino, Natuzzi, Sambonet Paderno Industrie, Savinelli 1876, Thun, Treccani, Zucchi



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EDITION N. 4