



7-8 July 2021
Shanghai Exhibition Center

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

Makeup in Shanghai

Discover our Conferences & Round Tables Program!

Register and discover our conferences program... Quick, pre-registration closes on July 2!
We're looking forward seeing you in **MakeUp in Shanghai, 7 & 8 July!**

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July 7th, 2021

9:30am – 10:10am – *How packaging innovation will be redefined driven by new consumer shifts, social impact and ethical commitments?*

By Florence ALLEMAN, Designer, PECLERS Shanghai

The health crisis accelerated the desire for lifestyle change. Within this context, a new dynamic is being invented, illustrated by packaging innovations enriched with meaning, committed and sustainable, but also creating sensory & emotional experiences.

Discover our decoding of these innovation levers, bringing about new creative dimensions for the Asian market.

10:25am – 11:05am – *MUSH Natural Ingredients From Yesterday To Tomorrow*

Moderated by Tong ZHANG, Professor, Shanghai University of Traditional Chinese Medicine
With

- Susie ZHU, Marketing Director, Meifubao – Uniasia Group
- Xiaofeng QIU, Vice President (R&D), Nox Bellcow Cosmetics
- Ada TANG, Marketing Director, Zhongshan Tentop Fine Chemical Co., Ltd.

“Back to Nature” has become a fashion and trend.

Beauty from nature is long standing, such as the ancient Chinese allusions of “Shi Mo Hua Mei” and “Yan Zhi Tu Xia”, which have been circulated so far. Natural ingredients are now part of skin care products. This influence reflects a current growing appetite for beauty care that combines exterior beautification with interior well-being.

11:20am – 12:00pm – Herborist SPA, new brand conference: layers on the earth, between beauty & nature

Moderated by Hong ZHENG PhD, Founder of GREENEXT / Adventi Communication
With

- Weimin YE, Chief Operating Officer, Jahwa United Co., Ltd.
- Matthieu ROCHETTE-SCHNEIDER, General Manager, centdegrés China
- Detlev PROSS, Chief Strategy Officer, Coloro Global HQ

12:50pm – 1:30pm – E-commerce packaging: between premiumization, Gen.Z seduction and collectors...

Moderated by Yuwan HU, Associate Director, Daxue consulting,
With

- Yuhang CHEN, Executive Vice General Manager of E-commerce, Chow Tai Fook
- Yunchao MA, Director of the Eastern Market, Alibaba Group
- Olivia LI, Business Development Manager, Essentia Beauty Asia
- Jiancheng YANG, Technical Marketing Manager, EM Microelectronic

1:45pm – 2:25pm – MUSH China Trend Watch: booming online world of prestige beauty

Moderated by Samuel YAN, E-commerce Commercial Lead, China, The NPD Group, Inc.
With

- Johnnie LI, Senior Marketing Director, Shanghai Jahwa United Co., Ltd.
- Philip WANG, Executive President, Botanee Research Institute

According to NPD China Beauty e-commerce tracker, China e-commerce is already largest market for skincare and second for makeup compared to total market of other countries, reaching \$10.8B in total for 2020. What has been the significant shift in 2020 online prestige beauty market? Which category consistently outperformed throughout the year? What are Gen-Z and millennial men passionate about?

2:40pm – 3:20pm – LUXE PACK Shanghai Guest of Honor: Jamy Yang, Designer, Founder of YANG DESIGN

Exclusively at LUXE PACK Shanghai

Jamy YANG is the founder and design director of YANG DESIGN and YANG HOUSE, considered as the "Most Influential Chinese Industrial Designer" by Forbes.

With a combination of German logic thinking and Chinese humanistic spirit, Jamy has formed his own design philosophy and become partner with renowned global brands such as Boeing, Audi, Hermes, Bosch, Hennessy, NATUZZI, Huawei... etc.

Winner of hundreds of design awards all over the world, he is committed to prove that Design can change the society.

Do not miss his keynote on July 7th at 2.40pm on "Kindly Design"

3:40pm – 4:20pm – How to anticipate consumers' shifts and stronger regulations towards sustainability in the Chinese luxury market?

Round table moderated by Sabine ICHIKAWA, Ph.D, Researcher, Educator, Consultant, in the Creative/ Luxury Industries in Europe and Asia

With

- Deon WANG, Research Fellow, Packaging Development, P&G
- Guanghui ZHANG, Chairman, Yunnan Gongrunxiang Tea Industry Development Co., Ltd.
- Alizée BUYSSCHAERT, Founder, Zero Waste Shanghai
- Luc BUONO, Founder and Designer, Luc Buono Consulting

2020 revealed to be a positive year for luxury brands in the Chinese market, however they may face new challenges in the coming years. A growing awareness for sustainability among consumers, and stricter rules imposed by the government require to accelerate action plans. This roundtable gathering industry experts will address the link between consumption and production, and the crucial role of the packaging industry in findings solutions for and with luxury brands.

4:20pm – 4:50pm – LUXE PACK in green Awards Ceremony

In the presence of the jury members:

- Celine CEN, Development and Sourcing Office Manager, Chanel China
- Anna KIM, Global Brand Manager, Camus Yuanliu
- Sabine ICHIKAWA, PhD, Researcher, Developer of Programs in Luxury and Creative Industries in Europe & Asia – ESSCA
- Deon WANG, R&D Director, P&G
- Guanghui ZHANG, Chairman, Yunnan Gongrunxiang Tea Industry Development Co., Ltd..
- Qinglin WEI, Vice-President, Kimberlite Diamond

July 8th, 2021

10:00am – 10:40am – MUSH Hybrid Makeup & Skincare Products

Moderated by Yun GONG, Director of Investment Department of Pinguan

With

- Ippei MURATA, Creative Director and Art Director, Shiseido
- Ben TEOH, Cosmetics Industry Expert, R&D Director

In recent years, the Chinese cosmetics market has been booming, and all new beauty products are presenting the concept of health and happiness, not just pure visual beauty and color. So in such a market contradiction, is there a compromise solution? That is, to combine the color attributes of make-up with the health attributes of skin care? Under the current competitive situation in the cosmetics category, do cosmetic products that are safe and even capable of achieving skin care have potential?

10:55am – 11:35am – *Perfect combination of design creativity and technological innovation*

YANGHE – Special Guest Company

By Yunlin DAI, Vice General Manager of Product Development Department

Through its continuous innovation and the double-wheel driving of design and technology, Yanghe has highly unified its internal quality, external image and brand marketing, and has been continuously upgrading its unique product power.

11:50am – 12:30pm – *MUSH Products With Intelligent Functions*

Moderated by Maggie MEN, Trend Director, WGSN

With

– Hua ZHAO, Professor, Ph.D., and Director of Department of Cosmetics, Beijing Technology and Business University

– Nancy LU, R&D Director, Shanghai Pechoin Daily Chemical Co., Ltd.

The next generation of skincare tech is using AI, behavior coaching and personalised solutions to empower consumers to achieve their beauty goals. Consumers no longer accept 'one fits all' solutions. From diagnostic tools and progress tracking to custom-blend formulations and bespoke recommendations, the smarter, hyper-functional and personalisation skincare will be the future of beauty.

1:00pm – 1:40pm – *LUXE PACK Shanghai 2021 & Centdegrés Agency present SEED 2 in 1*

Partners panel moderated by Matthieu ROCHETTE-SCHNEIDER, General Manager, centdegrés China

With

– Bryan DING, COO, Fenshang

– Federico MONTALI, Marketing and Business Development Manager, Bormioli Luigi

– Kiki CHEN, VP of Sales, RC Packaging

– Luc BERRIET, Fine Fragrance Development Director, Firmenich

– William MARK, China General Manager, Fedrigoni

Putting together an immersive experience using technology to initiate the new edge of packaging with a focus on green and sustainable solutions.

Join us to seed tomorrow's packaging and enlighten the path to new possibilities.

1:55pm – 2:35pm – *The use of senses stimulations on innovative packaging & formulas*

Round table moderated by Changhai HUANG, Chief Editor, Shanghai Packaging Magazine

With

– Christophe PRADERE, Founder, BETC Design

– Haiyan HE, Co-Founder, Guangzhou Hongzhi Packaging Materials Co., Ltd.

– Pitt GU, Secure Business Promotion Division, Toppan Printing Group

– Jean-Yves BRUXER, General Director, Sethic Innovation Labo

This panel will help brands having a global vision on how packaging and formulas are

contributing to the consumer's experience and use of their senses, thanks to new functionalities, new technologies, new gestures... all features that take packaging and formulas to a new level, still providing luxury to the product and brand, and answering today's consumers' expectations.

2:50pm – 3:30pm – *Towards A New Masculinity: The Male Self-care phenomenon*

With the participation of:

Ethan Cheng, Marketing & Sales Director, China, Beautystreams

Self-care is a popular term among women but it appears to be finding a new audience among men following the ever-growing perception that how you care for your physical self also impacts your mental and emotional well-being. As a result, men are looking for personalized solutions and are increasingly conscious of the overlap between grooming and wellness when it comes to developing new self-care routines. There are significant marketing opportunities for brands in linking mental well-being, prevention, and self-care. Create a space where guys can experiment with skin care, encourage discovery, and foster a deeper (yet approachable) take on skin health.

Join Ethan Cheng, BEAUTYSTREAMS' Marketing Director China, to discover upcoming marketing opportunities as well as the latest product launches illustrating the path towards a new masculinity.

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MakeUp in Shanghai
2021, July 7 & 8
Shanghai Exhibition Center



MakeUp in Paris
2021, October 20 & 21
Carrousel du Louvre



MakeUp in NewYork
2021, September 22 & 23
Javits Center



MakeUp in LosAngeles
2021, December 9 & 10
Los Angeles Convention Center



Clean Beauty in London
2021, October 12 & 13
The Brewery

A banner for Virospack, The Dropper Company. On the left, the text reads "virospack The Dropper Company" and "THE LEADING MANUFACTURER OF DROPPERS". Below this, it says "COME AND SEE US BOOTH#G10". In the center, there are four dropper bottles: two gold and two silver. On the right, there is a circular award logo that says "AWARDED" and "UP Shanghai 2021". At the bottom right, the website "virospack.com" is listed.

Follow us to discover more





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