

Aerosol, dispensing, beauty packaging leaders to gather at ADF&PCD in March

Unilever, Beiersdorf, Coty, SC Johnson, Henkel, and Edgewell are some of the major brands set to attend Aerosol & Dispensing Forum and Packaging of Perfume, Cosmetics & Design Shanghai 2018. These top cosmetic, beauty and personal care companies will be using the show to reveal the latest technologies and thinking from the aerosol, dispensing, perfume and cosmetic packaging industry.



ADF&PCD Shanghai 2018, which is taking place at Shanghai MART on 28 and 29 March 2018, has been identified by international brands as a platform to measure existing suppliers against potential new partners and to learn from the best and brightest packaging experts and design agencies in the world.

Paul Macdonald, global brand director of the Easyfairs Packaging Portfolio, comments: "Online retail sales for cosmetics are increasing at over 25% per annum so there is a real opportunity for the aerosol, dispensing and beauty packaging industry to capitalise on this movement. Brands with technologies and solutions that can help the Chinese community will be in a great position to make their mark on a sector that is growing exponentially.

"Domestic Chinese brands as well as major international names have signed up, and will find the show useful, no matter if they are trying to source local suppliers, add a creative angle to their packaging, or better understand the latest industry challenges."



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Pentawards Conference

Brands and design agencies have been quick to register for the Shanghai show with news of The Pentawards Conference taking place in China for the first time. The Pentawards, a [prestigious worldwide competition](#) exclusively devoted to packaging design in all its forms, provides visitors with a dedicated design focused conference, featuring expert minds from all over the world.

In addition to The Pentawards Conference, the show also offers visitors access to over 100 international suppliers, the ADF conference – which focuses on aerosol and dispensing innovations – and networking opportunities to network with like-minded individuals from an array of sectors.

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