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How innovations in packaging & dispensing systems enhance perfumes & cosmetics brands

The 5th edition of the PCD (Perfumes, Cosmetics & Design) Congress-Exhibition will be held on 3rd and 4th February 2009 at the Cité des Sciences de l'Industrie in Paris. This international meeting of perfumes and cosmetics packaging experts will bring together:

-For the Brands : Packaging (Innovation, Development and Purchasing), R&D, Marketing Managers; -And their main suppliers of packaging (materials, processing, artwork, etc), technologies and services.

#PCD is organized around a two-day conference programme chaired by renowned packaging experts in their respective fields of perfumes and cosmetics. Each session is an opportunity to cover state of the art packaging and dispensing systems in the areas of : make-up, perfumes, hygiene, beauty, face and body care.

Thanks to its unique concept, which combines lectures, the exhibition area, which is a genuine « technological showcase » and catering in the same place, PCD is a privileged platform for communication. It is a framework on a human scale that fosters exchanges and project launches. Over 1400 participants from 40 countries are expected to attend this 5th edition.