

**CHECK-IN  
NOW!**



# swop

PROCESSING & PACKAGING  
25<sup>TO</sup> 27 NOVEMBER 2025

## SHANGHAI

member of interpack alliance

[WWW.SWOP-ONLINE.COM](http://WWW.SWOP-ONLINE.COM)



## interpack alliance

MADE FOR TOMORROW

[INTERPACKALLIANCE.COM](http://INTERPACKALLIANCE.COM)

Organized by

**ADSALE** 雅式®



Adsale Exhibition Services Ltd.



Messe Düsseldorf (Shanghai) Co., Ltd

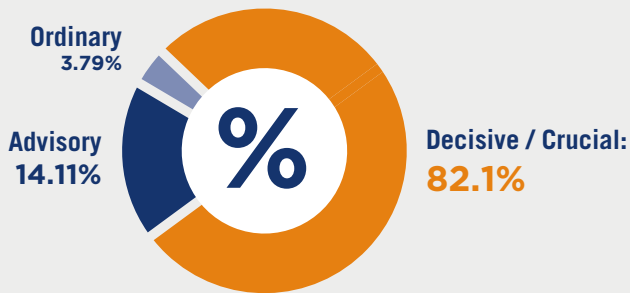




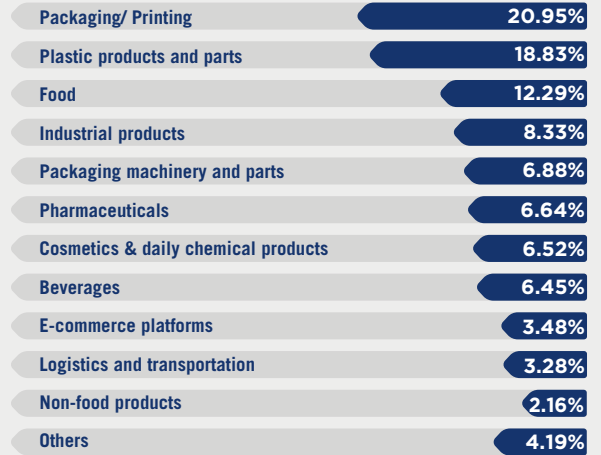
**SAVE THE DATE**  
25 - 27 NOVEMBER 2025  
SHANGHAI WORLD OF PACKAGING



## Visitor Breakdown by Purchasing Power



## Industry Breakdown of Visitors



## Country and Region Distribution of Overseas Visitors



## Products of Interest to Visitors

Primary packaging machinery	17.45%	Printing packaging	5.39%	Inkjet / Laser printers/ Bar coding	2.90%
Automated smart packaging & machines	11.77%	Machines and equipment for manufacturing food, confectionery and baked products	4.65%	Products and design services	2.80%
Packaging materials	10.09%	Production machines of containers	3.75%	Measurement and testing machines	2.59%
Secondary packaging machinery	9.14%	Machines and equipment for pharmaceuticals and cosmetics production	3.71%	Auxiliary equipment of packaging	2.05%
Packaging products	8.70%	Innovative packaging raw materials	3.69%	Others	0.12%
Plastics packaging machinery	7.71%	Logistics packaging materials	3.49%		

## Concurrent Events



## Business Matchmaking





## International Pavilion: All- inclusive Package

The stand price includes:

- **Premium position:**  
Stand space within the International Pavilion
- **Inclusion in the extensive marketing of the International Pavilion**
- **An All-inclusive package:**
  - Stand construction (back and dividing walls)  
+ furnishing (1 table, 4 chairs, 1 lockable sideboard)
  - Uniform stand lettering
  - Common meeting point with hostess and some beverages and snacks
  - General stand lighting
  - Electricity: Supply voltage: 220V, one socket  
(max. capacity 2 kW; without distribution/switching panel)
  - Basic cleaning
  - 2 Exhibitor badges



APPLY

**NOW!**

**Customized visiting routes for  
key buyers are available  
to exhibitors  
(subject to the deadline)**

**Ivania**

Portillo-Elzer | Senior Project Manager

Tel. +49 211 4560 7781

Portilloi@messe-duesseldorf.de



## swop 2025 Layout



### Precision Targeting of Key Buyers

### Innovative Packaging Navigation: swop 2025 will Precisely Customize Visiting Routes

To enhance the exhibition experience, swop 2025 will reintroduce the packaging navigation route, enabling buyers to efficiently connect with selected packaging solution exhibitors. The exhibition route map will guide potential customers to the appropriate exhibitor booths, increasing brand exposure and fostering business partnerships.



## The Entire Value Chain at One Trade Fair

**LEADING TRADE FAIRS FOR  
PROCESSING & PACKAGING**



**interpack  
alliance**

MADE FOR TOMORROW  
[INTERPACKALLIANCE.COM](http://INTERPACKALLIANCE.COM)



Contact us for more information



Adsale Exhibition Services Ltd.

Tel: +86 21 3325 5661 / 5656

Tel: +852 2811 8897

Email: [swop@adsale.com.hk](mailto:swop@adsale.com.hk)



Messe Düsseldorf (Shanghai) Co., Ltd.

Ivania Portillo-Elzer | Senior Project Manager

Tel: +49 211 4560 7781

Email: [PortilloI@messe-duesseldorf.de](mailto:PortilloI@messe-duesseldorf.de)