



全新升级，2024 年起每年一届！
ANNUAL SHOW STARTING FROM 2024



swop

PROCESSING & PACKAGING
18^{TO} 20 NOVEMBER 2024
SHANGHAI

MEMBER OF INTERPACK ALLIANCE

包装世界（上海）博览会
2024 · 11 · 18 - 20
中国 · 上海新国际博览中心
全球领先包装展 INTERPACK 联盟成员

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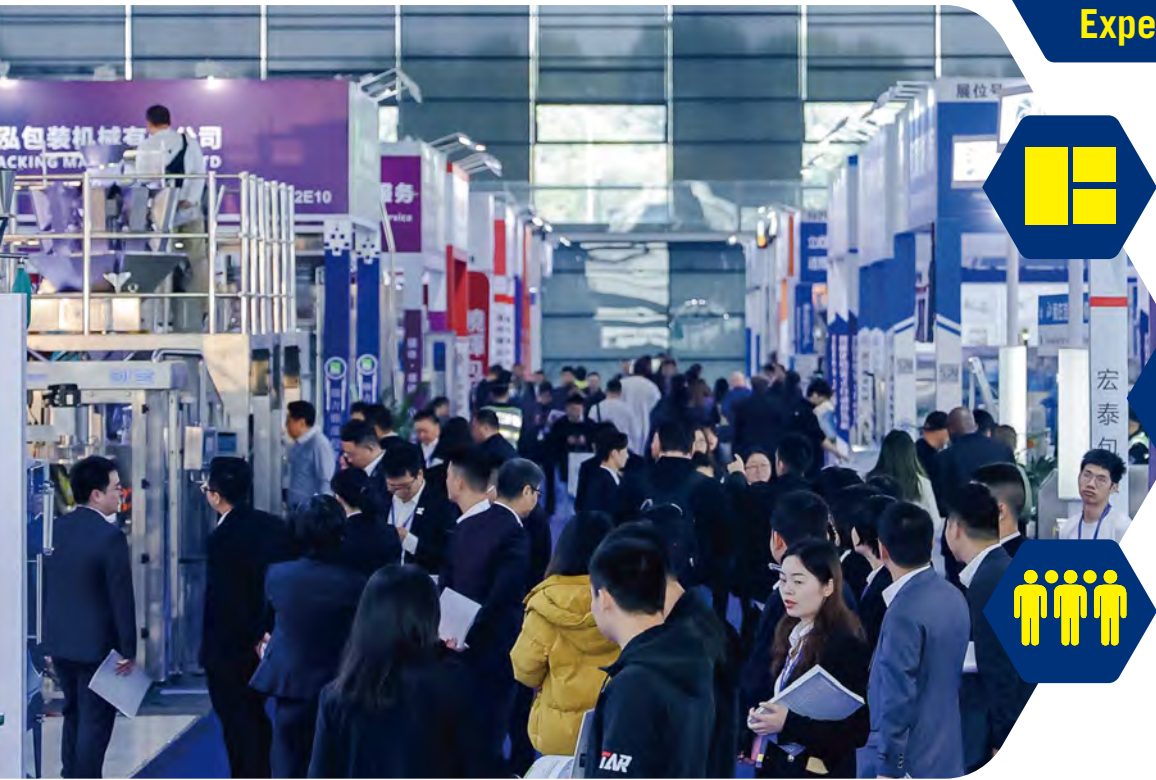
ADSALE 雅式



雅式展览服务有限公司
Adsale Exhibition Services Ltd.



杜塞尔多夫展览（上海）有限公司
Messe Düsseldorf (Shanghai) Co., Ltd



2024年展会预期规模
Expected in swop 2024



65,000m²
展示面积
Exhibition Space



900+
参展商
Exhibitors



35,000+
专业观众
Visitors

关于swop About swop

作为全球领先的包装机械与加工展览会interpack联盟的一员——swop包装世界 (上海) 博览会充分受益于interpack展会的国际推广网络和专业资源, 致力于打造贯穿全产业链的一站式加工及包装解决方案的采购平台, 集中展示包装行业新设备、新材料、新技术、新设计等。

随着全球消费市场的扩大和技术的迭代更新, 包装行业已经成为经济增长的龙头行业之一, 并逐渐向专业化、智能化、环保化和可持续发展。swop包装世界 (上海) 博览会于2024年起升级调整为每年一届的盛会, 依托其国际化优势, 必将更好地引领包装行业的发展和壮大!

swop 2024由杜塞尔多夫展览 (上海) 有限公司和雅式展览服务有限公司联手举办, 共同致力于推进包装行业向前发展, 随着国际影响力的日益增强, 势必将为行业各方人士带来一场不容错过的包装盛会!

As a member of the interpack alliance, the Shanghai World of Packaging (swop) benefits from its international network of exhibitions in the packaging and processing industry. It utilizes a global promotion network and professional resources. Swop serves as a one-stop procurement platform for the packaging industry to showcase new equipment, materials, technologies, and designs throughout the entire industry chain.

With the expansion of the global consumer market and the development of technological updates, the packaging industry has become a major driver of economic growth. The industry is witnessing increased specialization while focusing on intelligence, environmental protection, and sustainability. The move to an annual event from 2024 onwards will better serve the development and growth of the packaging industry by fully leveraging its globalized advantages.

Messe Düsseldorf (Shanghai) Co., Ltd., and Adsale Exhibition Services Ltd. will join forces to present the Shanghai World of Packaging (swop) from 18 to 20 November 2024 at the Shanghai New International Expo Centre (SNIEC). Premium, innovative, and visionary, swop aims to help businesses succeed in the future!

热点话题
Hot Topics

人工智能
Artificial
Intelligence

智能工厂
Smart
Factory

新设计
New Design

轻量化
Light-weighting

可持续
Sustainable

创新材料
Innovative
Materials

包装方案
Packaging
Scheme

个性化
Personalized



swop 2024
展会亮点
Highlights



智能包装设备
Smart Packaging Zone

swop以"智能化、数字化、个性化"为引领，推出“智能生产、个性化包装主题专区”，由零配件到解决方案一应俱全，全面满足智能化需要，助力企业达到降本增效。

"Intelligence, Digitalization, Personalization," swop will launch the "Smart Packaging Zone".The products fully meet businesses' requirements for intelligence, enabling them to enhance efficiency and reduce costs.

双碳新时代
Green Power

如何推动包装可循环、可持续化？2024年，swop将再次推出Green Power双碳新时代展示专区，从多角度讨论可持续包装新趋势，搭建交互式的包装供应链交流平台。

How to build a circular economy and promote green packaging? swop 2024 will present the Green Power Zone, an unprecedented interactive networking platform created specifically for the packaging supply chain, to discuss new trends in sustainable packaging from multiple perspectives.

快消品主题馆
FMCG Future Zone

swop 2024将打造具有高价值的快消品高效传播渠道和交流平台，大牌云集，打造Supply Chain生态圈。展品内容将从包装制品、包装材料延伸到供应链，覆盖快消品全产业链。

swop will launch the Packaging Products and Materials Zone to establish an efficient communication channel and exchange platform, creating the most valuable supply chain ecosystem.

节约粮食
SAVE FOOD



来自政府机构、科研单位、粮农产品加工包装及供应链的专业人士代表将在论坛现场讨论如何通过包装助力减少食物损失与浪费。同期，中国节约粮食设计奖和可持续设计奖评选活动在现场举行颁奖仪式。

Representatives from government agencies, research institutions, and the processing and packaging sectors of food and agriculture products, along with their supply chains, will gather to discuss how packaging can contribute to food preservation. Concurrently, the SAVE FOOD DESIGN AWARD and SUSTAINABILITY DESIGN AWARD will be held on-site.

- 自动化技术
Automation Technology
- 食品加工及包装机械
Processing & Packaging Machinery for Food
- 智能包装设备系统集成商/软件商
Smart Packaging Equipment System Integrator / Software Provider
- 塑料&纸包装容器生产设备
Production Equipment for Plastic and Paper Packaging Containers
- 防伪包装技术
Anti-counterfeit Packaging Technology
- 一次包装设备
Primary Packaging Machinery
- 智慧工厂及大数据
Smart Factory and Big Data
- 后道包装设备
Secondary Packaging Machinery
- 产品标识技术
Coding & Marking Technology

- 生物塑料制品与材料
Bioplastic Products and Materials
- 再生塑料制品与材料
Recycled Plastic Products and Materials
- 植物纤维模塑制品与材料
Plant Fiber Molding Products and Materials
- 生物降解制袋设备
Biodegradable Bag Manufacturing Equipment
- 纸膜包装及设备
Paper Molded Packaging and Equipment
- 绿色印刷材料
Green Printing Materials, and more
- 可重复使用循环包装
Reusable & Recyclable Packaging
- 回收再生技术
Recycling Tech

- 包装容器
Packaging containers
- 包装材料
Packaging materials
- 包装解决方案
Packaging Solutions
- 环保包装
Eco-packaging
- 创新设计
Creative Packaging design
- OEM / ODM / OBM

- 气调保鲜包装技术
Modified atmosphere packaging technology
- 真空包装技术
Vacuum packaging technology
- 杀菌、冷藏、检测技术
Sterilization technology
- 智能化包装设备
Intelligent packaging equipment
- RFID防伪追溯
RFID anti fake tracing system
- 物联网及过程监控
IoT and process monitoring
- 高阻隔性薄膜
High barrier films

往届知名展商企业
Renowned Exhibitors of swop (Partial)



*以上排名均不分先后 In no particular order

展商服务
Services for Exhibitors



商贸配对
Business Matchmaking
与您一同拓展全球包装业务
Expand Global Packaging Business Together

展会现场与终端用户一对一深入交流，依托强大的全球观众数据支持，以及持续不断的买家开发工作，帮助买家与供应商完成供需对接，成为包装行业最受关注的供需对接平台之一。

At swop 2024, our commitment is centered on nurturing meaningful one-on-one connections with end users. Supported by robust technology and an global network, coupled with our continuous efforts in buyer development, we strive to forge seamless connections between buyers and suppliers. This positions us as a premier platform in the packaging industry, dedicated to achieving excellence in matching supply and demand.

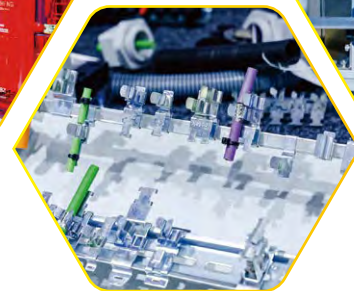
部分行业合作媒体
Media Partners



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展品范围 Exhibition Profile

- 食品饮料加工及包装机械
- 医药日化加工及包装机械
- 非食品消费品及工业品加工及包装机械
- 糕点糖果及烘焙食品加工及包装机械
- 包装材料生产及加工机械
- 包装印刷机械
- 加工与包装设备配件
- 智能 / 自动化包装技术
- 包装材料、包装容器及包装制成品
- 电商 / 物流包装
- 包装设计
- 包装营销及服务
- Processing & Packaging Machinery for Food & Beverage
- Processing & Packaging Machinery for Pharmaceuticals & Cosmetics
- Processing & Packaging Machinery for Non-food Consumer & Industrial Goods
- Processing & Packaging Machinery for Confectionery & Baked Goods
- Packaging Production
- Packaging Printing Machinery
- Components for Processing & Packaging
- Smart Packaging and Automation Technology
- Packaging Materials, Packaging Means and Final Goods
- Logistic Packaging
- Packaging Design
- Packaging Services



swop 2024
展馆图
Layout



目标终端客户 Target Visitors

终端领域品牌商:

食品、饮料、甜点、烘焙、医药、日化、非食品消费品、工业品、包装材料及包装容器、包装生产及包装印刷、标签和标记技术

End market brands in target groups:

Food、Beverages、Confectionery、Bakery、Pharma、Cosmetics、Non-food、Industrial Goods、Packaging materials & packaging means、Packaging production, packaging printing, converting、Labelling and marking technology



包装容器生产商

硬塑、软包、纸容器、新材料包装容器等

Packaging container manufacturer

hard plastic, soft bag, paper container, new material packaging container, etc.

包装 / 印刷工厂

Packaging / printing factory

OEM / ODM / OBM 代工

ODM / OEM / OBM foundries

包装设计

Packaging designer

物流、电商、餐饮外卖

Logistics, e-commerce, food delivery

协会、媒体

Associations, media

相关服务

Services

买家汇聚全球99个国家与地区 Buyers from 99 countries and regions



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interpack alliance

MADE FOR TOMORROW

INTERPACKALLIANCE.COM

interpack 联盟 (interpack alliance) 是基于由德国杜塞尔多夫展览集团举办的加工与包装旗舰展 interpack 而设立的一系列国际加工与包装机械展会的统一品牌。通过 interpack 联盟, 将 interpack 作为全球第一的加工与包装机械专业展的全球网络和行业资源更多的渗透到全球。包装世界 (上海) 博览会 swop 作为 interpack 联盟其中一员, 也将受益于此。

Besides interpack itself - the flagship trade fair that gives this family its name – the interpack alliance will span all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio. The interpack alliance emerged out of interpack's world leading processing and packaging trade fairs to enable networking and sharing of expertise between interpack and swop, the processing and packaging trade fair targeting not only China but the whole Asian region. As a member of the interpack alliance, Shanghai World of Packaging (swop) will benefit from this too.

LEADING TRADE FAIRS FOR PROCESSING & PACKAGING



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