

展后报告



swop

PROCESSING & PACKAGING
22^{TO}24 NOVEMBER 2023

SHANGHAI

MEMBER OF INTERPACK ALLIANCE

包装世界（上海）博览会

2023 · 11 · 22 - 24

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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微信小程序

主办单位 Organized by

ADSALE 雅式®

ufi
Member

M
Messe
Düsseldorf
Shanghai

展会概况

Event Summary

62,000m²

展示面积
Exhibition Space

893

展商来自11个国家和地区
Exhibitors from 11 Countries and Regions

265

专业参观团
Delegation Groups

29,758

观众来自99个国家
Visitors from 99 Countries

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）博览会已于2023年11月24日在上海新国际博览中心成功落下帷幕！本届展会由杜塞尔多夫展览（上海）有限公司与雅式展览服务有限公司共同主办，致力于包装全产业链展示平台，本届swop展示规模超过62,000平方米。

本届展会共吸引了来自包括中国、日本、德国、英国、意大利、土耳其、西班牙、荷兰、比利时、英国、美国等11个国家和地区近900家中外知名企业携最新包装领域的产品、技术及服务亮相，现场气氛热烈，盛况空前！

As a member of the interpack alliance, the world's leading packaging and processing machinery exhibition, swop (Shanghai World of Packaging) 2023 was successfully held at SNIEC (Shanghai New International Expo Center) from November 22 to 24.

Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd. joined hands once again to present swop as a comprehensive business platform for the entire supply chain of the packaging industry. With an exhibition area of over 62,000 square meters, swop 2023 attracted nearly 900 renowned exhibitors globally to showcase their latest products, technologies, and services.

部分知名参展企业

Renowned Exhibitors of swop 2023 (Partial)



*以上排名均不分先后 In no particular order

海内外买家全面回归，为期三天的展会共累计接待了近30,000名专业观众到场，观众人数再创历史新高，其中包括来自马来西亚、韩国、泰国、印度、日本、菲律宾、澳大利亚、巴西、美国、意大利、英国等99个国家和地区的众多中外买家。现场收获了大量专业观众的认可和赞许。

Overseas buyers have returned, and during the three days of swop 2023, the event welcomed approximately 30,000 professional visitors, reaching a remarkable record. The overseas visitors came from 99 countries and regions, including Malaysia, South Korea, Thailand, India, Japan, the Philippines, Australia, Brazil, the U.S.A, Italy, U.K, and more. The event received significant praise and recognition from professional visitors.



海外支持协会

International Supporting Organization



数据分析

Exhibition Statistics



数据对比

Data Comparison

参展商
Number of Exhibitors



2023'

893

2019'

701

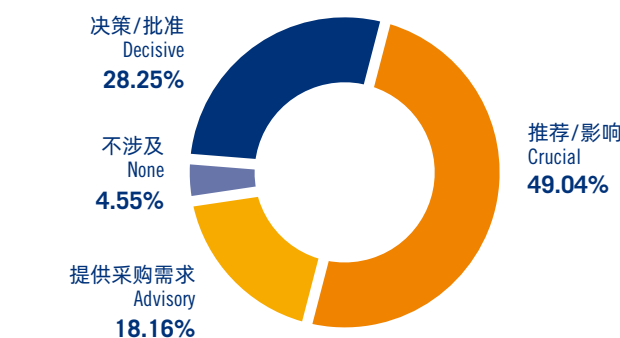
观众所属行业

Industry Breakdown of Visitors

包装/印刷	Packaging/ Printing	20.71%
塑料制品及零件	Plastic products and parts	19.24%
食品	Food	17.36%
工业产品	Industrial products	7.91%
化妆品&日用品	Cosmetics & daily chemical products	7.09%
包装机械及零配件	Packaging machinery and parts	6.79%
医药	Pharmaceuticals	4.68%
饮品	Beverage	4.50%
服务	Servies	3.11%
电子商贸平台	E-commerce platforms	2.98%
物流及运输商	Logistics and transportation	2.78%
非食品消费品	Non-food products	2.18%
其他	Others	0.68%

观众群采购力分布

Visitor Breakdown by Purchasing Power



海外及中国港澳台地区观众来源分布

Place of Origin of International & China (Hong Kong, Macau and Taiwan Regions only) Visitors

马来西亚	Malaysia	16.25%
俄罗斯	Russia	13.26%
中国台湾	Taiwan, China	12.71%
韩国	South Korea	10.21%
泰国	Thailand	8.13%
印度	India	5.56%
日本	Japan	4.44%
中国香港	Hong Kong, China	4.32%
印度尼西亚	Indonesia	3.13%
菲律宾	Philippines	2.29%

观众感兴趣的展品

Visitors' Interested Products

一次包装机械	Primary Packaging Machinery	17.31%
自动化智能包装机械	Automated smart packaging & machines	11.19%
包装材料	Packaging materials	10.77%
包装制品	Packaging products	9.24%
二次包装机械	Secondary Packaging Machinery	8.81%
塑料包装制造机械	Plastics packaging machines	7.20%
印刷包装	Printing packaging	6.06%
食品、甜品和焙烤食品生产机械和设备	Machines and equipment for manufacturing food, confectionery and baked products	4.24%
创新包装原材料	Innovative packaging raw materials	4.06%
包装容器制造机械	Production machines of containers	3.79%
药品和化妆品生产机械和设备	Machines and equipment for pharmaceuticals and cosmetics production	3.55%
物流包装材料	Logistics packaging materials	3.39%
喷码/条形码/激光	Inkjet / Laser printers/ Bar coding	2.91%
制品及设计服务	Products and design services	2.84%
包装检测设备	Measurement and testing machines	2.58%
包装辅助配套设备	Auxiliary equipment of packaging	1.95%
其他	Others	0.11%

展商评语 Exhibitor Endorsement

在展会现场接触到了很多来自海内外的优质观众，众多的国外专业协会及企业团来到我们展台进行供需对接，现场展台气氛热烈。希望未来swop展会可以越办越好。

Onsite at swop, we connected with numerous high-quality visitors from both domestic and international markets. Many international professional associations and delegation groups visited our booth for business matchmaking, creating a fantastic atmosphere. We are optimistic that swop will continue to grow in success in the future.

袁亚, 消费品行业大客户经理
Jeff Yuan, Key Account Manager Consumer Products

库卡机器人(上海)有限公司
KUKA ROBOTICS (Shanghai) Co., Ltd.

因为这几年我们的包装客户越来越多，同时我们发现我们的包装客户很多都来参加swop。

我们之前也参展过两届，发现这是一个专业的展会，有很多专业的观众，也有很多专业的设备制造商，我们因此慕名而来参加。

In recent years, we have seen a growing number of packaging clients, and we've noticed that many of them visit swop.

Having participated in swop twice, we find it to be a highly professional exhibition with a significant presence of industry experts and equipment manufacturers. This is the reason why we have decided to continue our participation.

王军磊, 应用工程部经理
Justin Wang, Application Engineering Manager

德马格塑料机械(宁波)有限公司
Demag Plastics Machinery (Ningbo) Co., Ltd.

本届swop的专业观众较多，效果好，现场也遇到了意向的目标客户，不乏有来自乳制、餐饮等行业的大型企业客户。中亚已与swop合作多届，希望未来swop能够越办越好，同时也希望中亚能够借助swop的平台获取更多的商机。

This year's swop attracted a significant number of professional visitors, and the impact has been positive. Throughout the exhibition, we successfully engaged with our target customers, including many major corporate clients from the dairy, food, and beverage industries. ZHONGYA has maintained a longstanding partnership with swop, and we look forward to the continued improvement and success of swop in the future. We also hope to seize more business opportunities through the platform that swop provides.

来金星, 销售副总监
Lai Jinxing, Assistant Director of Sales

杭州中亚机械股份有限公司
HANGZHOU ZHONGYA MACHINERY CO., LTD

我们与swop合作已经有将近4年的时间了，每次在展会现场我们都能够获得有效的客户和较大的订单。本次在swop 2023现场来参观的客户也较多，专业性强，尤其感觉本次展会主办方邀请了许多优质的海外客户，在swop展会现场有较大的收获。

We have been collaborating with swop for almost four years, and each time, we have successfully acquired valuable customers and secured substantial orders onsite during the show.

The organizers of swop 2023 have extended invitations to numerous high-quality overseas customers, resulting in even greater success and a fruitful outcome for us at the show this year.

于永进, 华东区销售总监
Joe Yu, Sales Director

泰瑞机器股份有限公司
TEDERIC MACHINERY CO., LTD.

swop 2023的举办吸引了来自全球各地的专业观众，在展会期间我们接待了很多来自全球各地的观众，怡和也非常期待来自各行业的专业人士、采购商、供应商和公司决策者以及对包装领域感兴趣的观众能在swop现场与怡和一同分享行业发展趋势，交流最新的技术创新。

swop 2023 attracts professional visitors from all over the world. During the show, we received many international visitors. Eiahe is also looking forward to sharing the industry trends and exchanging the latest technological innovations with professionals, buyers, suppliers and corporate decision makers from various industries, as well as visitors interested in the packaging field.

梁斌斌, 企划主管
Robin Liang, Planning Supervisor

沧州怡和机械有限公司
Eiahe Machinery Co., Ltd.



观众及 协会评语 Visitor and Association Endorsement

我曾经参加过类似的展会，但是swop展会与之不同的地方在于我可以在展会现场找到一站式的包装解决方案。在这里，我可以领略到来自欧洲、亚洲和世界各地的包装企业齐聚来展示他们的包装产品。

I've attended similar shows in the past, but swop stands out as different. I can discover a one-stop packaging solution here. swop brings together companies from Europe, Asia, and around the world, collectively showcasing their products.

总经理, LN Trading and Nur Trading, 孟加拉
CEO, LN Trading and Nur Trading, Bangladesh

本次展会彰显专业性与前瞻性，致力于打造包装产业链展示平台，同时为观众呈现十场的专业论坛和技术交流活动，活动内容丰富、精彩纷呈，为全球的包装人打造一个展示、学习、交流和合作的全方位平台。

swop emphasizes professionalism and foresight, aiming to create a comprehensive platform for the packaging industry supply chain. In addition to presenting over 10 professional forums and technical concurrent events, swop provides visitors with an opportunity to display, learn, exchange, and foster cooperation.

上海市浦东新区印刷行业协会
Shanghai Pudong Printing Trade Association

本次展会我们主要是寻找一些包装行业的自动化方案，包括检测设备、自动化包装设备，另外对一些标签、零部件厂商等有一些需求，在现场，我们接触到了有意向的展商，基本达到了参观的目的。希望在明年的展会上能看到更多自动化和数字化的国际展品。

At swop, our primary focus is on exploring packaging industry automation solutions, which include testing equipment and automatic packaging machinery. Additionally, we are interested in connecting with labels and parts manufacturers. We successfully engaged with the exhibitors who matched our interests onsite, effectively fulfilling the purpose of our visit. We look forward to encountering a broader range of international products and machinery in the fields of automation and digitalization at next year's show.

赵亮, 制造处处长
Mr. Zhao Liang, Director of manufacturing
天津和昇塑料制品有限公司
Hesheng plastic products co., LTD.

觉得展会很不错，规模挺大的，看的東西很多，現場也有看到一些新的技術，獲取了一些新資源，希望明年的展會，可以有更多的交流和溝通。

The entire show is excellent and professional, providing us with the opportunity to explore numerous new products, technologies, and access some new resources onsite. I hope that next year we can have even more opportunities for exchanges and communication.

樊聰平, 採購部
Mr. Fan Congping, Purchasing
好孩子兒童用品有限公司
Goodbaby Children's Products Co., LTD

這是我第一次參加swop，整個過程是一個美妙的經歷。現場的商貿配對活動絕對是我會見新的供應商，尋找業務的最好幫手！它非常高效，幫我節省了很多尋找合適的參展商和鎖定展商展台的時間。工作人員非常乐于助人，私人買家陪同服務將我直接帶到展位，並幫助我溝通。我一定會向其他公司和買家推薦swop。

It is my first swop, and it has been a wonderful experience meeting new suppliers. The Business Matching service is definitely a great help! It is very efficient and saved me a lot of time in finding the right exhibitors and navigating to their booths. The staff was very helpful, and the personal buyers escorting service, leading me directly to the booths and assisting with communication, is excellent. I will certainly recommend swop to other companies and attendees.

Ian Moore, 總經理
Mr. Ian Moore, General Manager
新西蘭肥皂工廠
The Soap Factory (New Zealand)

我們感覺展會挺好的，特別是展會的論壇很有吸引力，幾天的論壇都還挺不錯的，我們設計企業都对AI驱动未来国际设计创新论坛很感兴趣，活动现场非常火爆，座无虚席。

We believe the trade show is excellent, particularly the concurrent events, which are very attractive. The forums onsite have all been very good. Our member companies are particularly interested in the AI-driven future international design innovation forum, which attracted a capacity crowd at the scene.

杭州市工业设计协会
Hangzhou Industrial Design Association

swop 2023在參展商的质量和数量上都比上一屆好很多。我們对本次展會上展示的機械、設備、產品和材料的先進技術感到滿意。大多數會員都能在參觀期間找到合適的供應商。

swop 2023 is significantly better than the previous one in terms of both the quality and quantity of exhibitors. We are satisfied with the advanced technology showcased in machinery, equipment, products, and materials at this exhibition. Most of our members were able to find suitable suppliers during their visit.

Baigalmaa Byambasuren, 主席
Mrs. Baigalmaa Byambasuren, Chairman
蒙古貿易促進會
Mongolian Trade Promotion Association

在swop 2023展會中有許多有趣的機器，它們符合標準，價格合理。我要對主辦方所做的一切準備工作表示感謝。我們觀展過程非常愉快，期待著下一屆的展會。

There were many interesting machines at swop 2023 that meet high standards at affordable prices. I would like to express deep appreciation to the organizers for all the preparation work. We had a good time at the show and look forward to the next edition.

Somsit Moonsatan, 主席
Dr. Somsit Moonsatan, Chairman
機械和金屬加工工業俱樂部, 泰國工業聯合會
Machinery and Metal Work Industry Club, Federation of Thai Industries



会议及 现场活动回顾 Concurrent Events



开拓绿色包材 践行双碳战略 Developing Green Packaging Materials and Practicing Dual Carbon Strategy

【Green Power】 可持续包装 如何提高产品竞争力 Green Power: How Sustainable Packaging Can Improve Product Competitiveness

2023 快消品创意论坛 FMCG Idea Forum

【第十期】浙江省健康美丽行业 产业链资源对接会（包材专场） 10th - Zhejiang Province Health and Beauty Industry Chain Resources Matching Meeting

2023 节约粮食（中国）论坛 暨中国节约粮食设计奖 / 可持续设计奖颁奖仪式 Save Food(China) Forum 2023 and Awarding Ceremony for Save Food Design Award & Sustainability Design Award China

数字化转型 赋能包装高质量发展 Digital Transformation Promoting High Quality Development in The Packaging Industry

2023 永创智能亚太国际包装 创新高峰论坛 YOUNGSUN Asia-Pacific International Packaging Innovation Forum 2023

ConnectME 商贸配对会

【AI 驱动未来】 国际设计创新论坛

AI Drivers Future Forum International
Design Innovation Forum

【欧洲可持续包装体验廊】 European Sustainable Packaging Zone

科技驱动发展，快消品研发与 可持续发展创新论坛

Technology-driven Development, Fast-moving
Consumer Goods Research and Sustainable
Development Innovation Forum

创新物流包装技术论坛 -- “智·绿” 未来

Innovative Logistics Packaging Summit:
“Smart Green” the Future

2023 上海包协塑包委标准化工作年会 暨标准宣贯表彰大会

2023 Shanghai Packaging Technology
Association Plastic Committee Standard Work
Annual Meeting and Standard Publicity and
Commendation Conference

万亿包装新赛道： 预制菜包装产业的新机遇

The New Trillion-Dollar Packaging Track: New
Opportunities for the 3R Food Packaging Industry

参与配对会的部分买家名单 Buyer List (Partial) Participated in Business Matching

奔迈（上海）国际贸易有限公司
Palm (Shanghai) International Trade Co., LTD
广州信联智通实业股份有限公司
Guangzhou Xinlian Zhitong Industrial Co., LTD
振德医疗股份有限公司
Zhende Medical Co., LTD
广东珠江桥生物科技股份有限公司
Guangdong Pearl River Bridge Biotechnology Co., LTD
好想你健康食品股份有限公司
Miss You Health Foods Inc
迪卡依
DECATHLON
汉高（中国）投资有限公司
Henkel (China) Investment Co. LTD
养生堂
Yang Sheng Tang
上海紫燕食品股份有限公司
Shanghai Ziyen Food Co., LTD

上海申美日化有限公司
Shanghai Shenmei daily chemical Co., LTD
内蒙古蒙牛乳业（集团）股份有限公司
Inner Mongolia Mengniu Dairy (Group) Co., LTD
利洁时
Reckitt Benckiser Group PLC
顶正投资（中国）有限公司
Top Investment (China) Co., LTD
玛氏食品（中国）有限公司
Mars Foods (China) Co. LTD
万通（苏州）定量阀系统有限公司
Wantong (Suzhou) quantitative valve system Co., LTD
曼秀雷敦（中国）药业有限公司
Mentholidun (China) Pharmaceutical Co., LTD
广州立白企业集团有限公司
Guangzhou Libai Enterprise Group Co., LTD
宝洁
P&G

康师傅饮品投资（中国）有限公司
Master Kong Beverage Investment (China) Co., LTD
浙江五芳斋实业股份有限公司
Zhejiang Wufangzhai Industrial Co., LTD
雅士利
YASHILI
杭州耕香生物科技有限公司
Hangzhou Geng Xiang biological Technology Co., LTD
上海来伊份股份有限公司
Shanghai Laiyi share Co., LTD
赫力昂中国
Herion China
康宝莱（上海）生物科技有限公司
Herbalife (Shanghai) Biotechnology Co., LTD
海信家电集团
Hisense Home Appliance Group
清远市鹏宇再生资源有限公司
Qingyuan Pengyu renewable resources Co., LTD

部分行业合作媒体 Media Partners



部分到场的终端行业买家 Key Buyers from Various Industries (Partial)

食品 Food

亿滋食品、旺旺集团、益海嘉里、百胜中国、玛氏、
味全、清美、洽洽、雨润、太太乐
Mondeléz International, WANT WANT China, Yihai Kerry, Yum China,
MARS China, Wei-Chuan, Tramy, Qiaqia food, YURUN, Totole

饮料 Beverages

百事、康师傅、农夫山泉、娃哈哈、伊利、蒙牛、
香飘飘、雪花啤酒、上海石库门、梅林正广和
PepsiCo, Masterkong, Nongfu Spring, Wahaha, Yili, Mengniu,
SENPURE, Snow Beer, Kumen, Maling Aquarius

甜品 Confectionery

来伊份、上好佳、箭牌、雀巢、达能、太古、中粮、
利乐、冠生园、洽洽食品
LYFEN, Oishi, Wrigley, Nestlé, DANONE, taikoo, COFCO, Tetra Pak,
Guan Sheng Garden Food, Chacha Food

烘焙 Bakery

光明、牛奶棚、真老大方、母亲食品、奈雪的茶、
红宝石、星巴克、鑫福记、味全、廿一客
Bright Food, Milk shed, Zhenlaodafang food, Mother's Food,
Nayuki, Ruby, Starbucks, Xinfuji, Wei-Chuan, 21 cake

日化 Cosmetics

宝洁、联合利华、高露洁、珀莱雅、资生堂、花王、
欧舒丹、相宜本草、爱茉莉、狮王
P&G, Unilever, Colgate, PROYA, SHISEIDO, KAO, L'occitane, Inoherb,
AMORE PACIFIC, LION

医药 Pharmaceuticals

国药、强生、雷允上、同仁堂、云南白药、雅培诊断、
礼来制药、仁和药业、协和麒麟、正大丰海
SINOPHARM, Johnson & Johnson, Lei Yun shang, TRT Group, Yunnan Baiyao,
Abbott Diagnostics, Eli Lilly, Renhe Pharmaceutical, Concord Kirin, CTFH

非食品消费品 Non-food

西门子、LG化学、小米、华为、飞科、海尔、富士康、
中兴、松下、三菱
Siemens, LG Chem, Xiaomi, Huawei, Feike, Haier, Foxconn, ZTE,
Panasonic, Mitsubishi

工业品 Industrial goods

顺丰、京东、阿里巴巴、美团、德邦物流、淘宝、申通、
中通、韵达、跨越速运
Sf Express, Jingdong, Alibaba, Meituan, Deppon Logistics, Taobao, STO,
ZTO, Yunda, Cross Express



swop

PROCESSING & PACKAGING
18^{TO} 20 NOVEMBER 2024

SHANGHAI

MEMBER OF INTERPACK ALLIANCE

2024 . 11 . 18 - 20

中国 · 上海新国际博览中心

SHANGHAI NEW INTERNATIONAL EXPO
CENTRE (SNIEC), CHINA



覆盖八大终端领域 整合包装全产业链
The Entire Value Chain at One Trade Fair

即刻联系我们，报名参展
Contact us for more information

ADSALE 雅式 

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