



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

全球包装展interpack联盟成员

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展后 报告

POST-SHOW
REPORT



微信公众号



微信小程序

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Shanghai

展会概况

Exhibition Summary

 **65,000 m²** 展示面积
Exhibition Space

 **33,192** 观众来自104个国家和地区
Visitors from **104** Countries and Regions

 **903** 展商来自15个国家和地区
Exhibitors from **15** Countries and Regions

 **325** 专业参观团
Delegation Groups

2024年11月20日，包装世界（上海）博览会（以下简称“swop”）在上海圆满落幕，为亚洲包装行业的年度盛宴画上了完美的句号。今年，swop迎来了其官宣单年展以来的首次亮相，更紧密贴合包装市场的新需求，呈现了一个集展示、交流、合作于一体的包装产业链高端平台。

Shanghai World of Packaging (swop) came to a successful close on November 20, 2024 in Shanghai, China, marking a remarkable conclusion to the annual grand show for the packaging industry in Asia. This year's event stood out as a premier annual exhibition, highlighting a fresh vision and a deep alignment with the dynamic needs of the market. With a focus on globalization, swop has firmly established itself as an essential platform for exhibition, communication, and collaboration across the entire packaging value chain.

本届swop展示规模超过**65,000**平方米，汇聚了来自中国、德国、西班牙、芬兰、美国等**15**个国家和地区的**903**家知名企业参展以及来自全球**33,192**名专业观众到场参观洽商，获得海内外近**60**家食品、日化、电商、塑料、印包等相关行业协会的鼎力支持，吸引了**325**个来自国内、亚洲和东南亚多个国家和地区的参观团到访。展商与买家在现场展开了深度交流，探讨了在全球供应链变革背景下的合作机遇。

Covering more than **65,000** square meters, swop 2024 attracted **903** distinguished companies from across the globe, including those from China, Germany, Spain, Finland, the United States, and many other countries and regions. The event drew **33,192** trade visitors from around the world, receiving strong support from nearly **60** industry associations spanning sectors such as food, daily chemicals, e-commerce, plastics, printing, and packaging, both domestically and internationally. The event attracted over **325** visitor groups from China, along with participants from various countries and regions from across Asia, particularly Southeast Asia.



部分知名
参展企业
Renowned Exhibitors of
swop 2024 (Partial)



部分支持协会
Supporting Associations (Partial)



数据分析 Exhibition Statistics

观众总体满意度
Visitors Satisfaction **92%**

展商总体满意度
Exhibitors Satisfaction **88%**

参展商
Exhibitors



2024 **903**

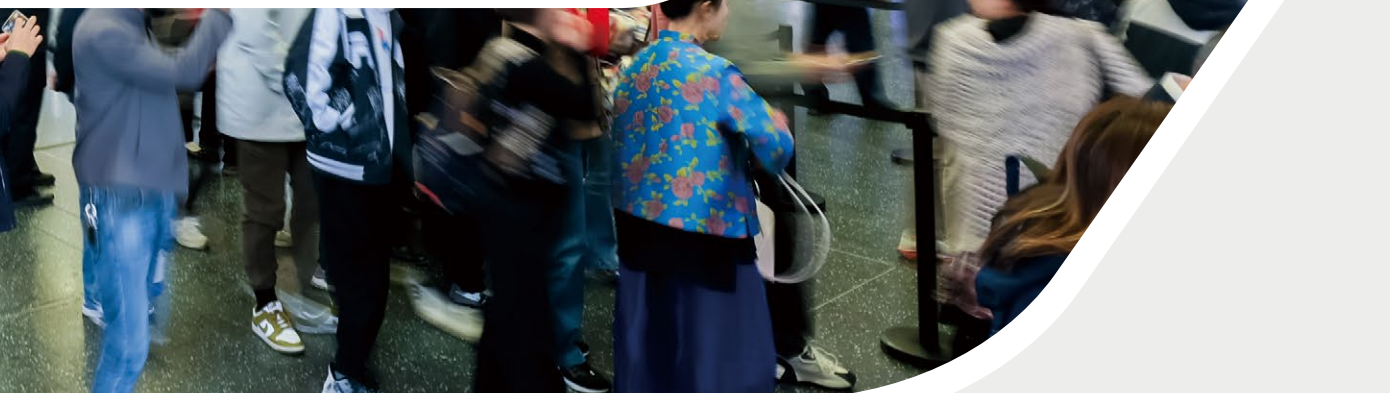
2023 **893**

2024 **33,192**

2023 **29,758**



观众人数
Visitors

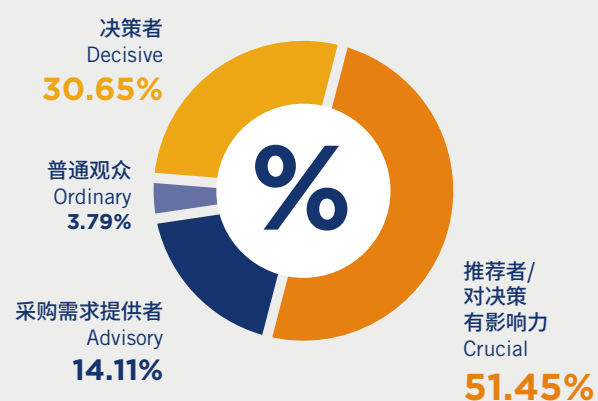


海外观众国家和地区分布 Country and Region Distribution of Overseas Visitors



来自**104**个国家和地区
From **104** countries and regions

观众群采购力分布 Visitor Breakdown by Purchasing Power



观众所属行业 Industry Breakdown of Visitors

包装/印刷	Packaging/ Printing	20.95%
塑料制品及零件	Plastic products and parts	18.83%
食品	Food	12.29%
工业产品	Industrial products	8.33%
包装机械及零配件	Packaging machinery and parts	6.88%
医药	Pharmaceuticals	6.64%
化妆品&日用品	Cosmetics & daily chemical products	6.52%
饮品	Beverage	6.45%
电子商贸平台	E-commerce platforms	3.48%
物流及运输商	Logistics and transportation	3.28%
非食品消费品	Non-food products	2.16%
其他	Others	4.19%

观众感兴趣的展品 Products of Interest to Visitors

一次包装机械 Primary packaging machinery	17.45%	印刷包装 Printing packaging	5.39%	喷码/条形码/激光 Inkjet / Laser printers/ Bar coding	2.90%
自动化智能包装机械 Automated smart packaging & machines	11.77%	食品、甜点和烘烤食品生产机械和设备 Machines and equipment for manufacturing food, confectionery and baked products	4.65%	制品及服务设计 Products and design services	2.80%
包装材料 Packaging materials	10.09%	包装容器制造机械 Production machines of containers	3.75%	包装检测设备 Measurement and testing machines	2.59%
二次包装机械 Secondary packaging machinery	9.14%	药品和化妆品生产机械和设备 Machines and equipment for pharmaceuticals and cosmetics production	3.71%	包装辅助配套设备 Auxiliary equipment of packaging	2.05%
包装制品 Packaging products	8.70%	创新包装原材料 Innovative packaging raw materials	3.69%	其他 Others	0.12%
塑料包装制造机械 Plastics packaging machinery	7.71%	物流包装材料 Logistics packaging materials	3.49%		

swop 2024 开幕新闻发布会 Opening Press Conference



7场
论坛及活动
Forum and events

86位
演讲嘉宾
Speakers

3,500
参会人次
Participants

● 关注原料创新、共谋绿色包装塑料行业先进包装材料发布会
Raw Materials Innovations, Collaborations on Green Packaging-Advanced Plastic Packaging Materials Release Conference

- 2024包装行业产学研大会暨2024绿色包装工程师研修班
2024 Industry-University-Research Cooperation Conference on Packaging Industry and 2024 Training Course for Green Packaging Engineers
- 获客·B 端跨境电商新机遇发展论坛
Customer Acquisition: A Forum on New Opportunities for Cross-border E-commerce Development in the B-end Market
- 2024节约粮食(中国)论坛暨中国节约粮食设计奖及可持续设计奖颁奖仪式
Save Food (China) Forum 2024 and Awarding Ceremony for Save Food Design Award & Sustainability Design Award China
- 2024电商包装绿色创新成果展示及包装数智化发展研讨会
2024 E-commerce Packaging Green Results Innovation Display and Packaging Digital Intelligence Development Trend Seminar
- 永续未来，可持续包装的生命周期之旅
Sustainable Future, a Journey through the Life Cycle of Packaging Industry
- 食品装备与智能制造(上海)论坛
Machinery for Food Production & Smart Manufacturing (Shanghai) Forum
- 2024永创智能嘉年华
Youngsun Intelligent Carnival 2024

会议及现场活动 Concurrent Events



158
商贸配对活动
Business Match-making

18
场次
Meetings

96
国家及地区
Countries and Regions

18
参与企业
Participating Companies

三大专题参观路线 Three Major Thematic Tour Routes

包装痛点智能化解决方案 Intelligent Solutions for Packaging Pain Points

产品溯源、提高效率及准确性、数字化赋能视频安全、非半标/个性化柔性包装、视觉检测/异物检测正确率、江浙沪灯塔/数字化标杆工厂案例
Product Traceability, Improvement of Efficiency and Accuracy, Digital Empowerment for Video Security, Non-Semi-Standard/Customized Flexible Packaging, Visual Inspection/Foreign Object Detection Accuracy, Jiangsu, Zhejiang and Shanghai Lighthouse/Digital Benchmarking Factory Cases

1

塑料包装制品生产解决方案 Production Solutions for Plastic Packaging Products

塑料瓶、塑料袋、一次性餐具、快递+电商+物流
Plastic Bottles, Plastic Bags, Disposable Tableware, Express & E-commerce & Logistics

2

特色包材解决方案 Specialty Packaging Materials Solutions

可持续之路、功能性包装
Sustainable Pathway, Functional Packaging

3

部分终端行业买家 Key Buyers from End-user Industries (Partial)

食品 太太乐、旺旺集团、百胜中国、新东阳、日清食品、淘大、雨润集团、陈克明食品、山林、好太太、中粮、康师傅、洽洽食品、纽瑞滋、来伊份	Food Totole, WANT WANT Group, Yum China, HSIN TUNG YANG, NISSIN, YURUN Group, Chen Ke Ming Food, Shan Lin Food, HOTATA, COFCO, Master Kong, Chacha Food, Nouriz, LYFEN	甜品 雀巢、太古、达能、歌帝梵、明治、格力高、妙可蓝多、玛氏箭牌、不凡帝范梅勒、通用磨坊、亿滋国际	Confectionery Nestlé, TaiKoo, DANONE, Godiva, Meiji, Glico, MILKGROUND, Mars Wrigley, Perfetti Van Melle, General Mills, Mondelez International
饮料 杭州乐源、元气森林、可口可乐、百事可乐、农夫山泉、娃哈哈、伊利、蒙牛、香飘飘、味全、光明、认养一头牛	Beverages LEYUAN, MILD LOVE, Coca-cola, Pepsi-Cola, Nongfu Spring, Wahaha, Yili, Mengniu, SENPURE, WEICHUAN, GUANGMING GROUP, ADOPT A COW	烘焙 凯司令、红宝石、85度C、面包新语、Sunflour、巴黎贝甜、山崎面包、好利来、幸福西饼	Bakery KAISILING CAKE, Ruby, 85°C, BreadTalk, Sunflour, Paris Baguette, Yamazaki Baking, Holiland, Bliss Cake
工业品 隆力奇、高露洁、宝洁、资生堂、自然堂、花王、欧舒丹、狮王、爱茉莉太平洋、联合利华、欧莱雅、家化、庄臣	Cosmetics Longrich, Colgate, P&G, SHISEIDO, CHANDO, KAO, L'occitane, LION, Amore Pacific, Unilever, L'Oréal, Shanghai Jahwa, SC Johnson	医药 国药、雷允上、金赛药业、养生堂、强生、雅培诊断、仁和药业、拜耳医药、云南白药	Pharmaceuticals SINOPHARM, Lei Yun Shang, Jin Sai, Yangshentang, Johnson & Johnson, Abbott Laboratories, Renhe, BAYER, Yunnan Baiyao
工业品 中国石化、中国石油、中国航天、3M中国、立邦涂料、ABB、陶氏、理光国际、柯尼卡、日立中国、LG化学、海尔、松下、三菱	Industry Goods Sinopec Group, CNPC, CASIC, 3M China, Nippon Paint, ABB, Dow, Ricoh, Konica, Hitachi, LG, Haier, Panasonic, Mitsubishi	医药 得力集团、晨光文具、无印良品、华为、小米、顺丰物流、德邦物流、申通、中通、韵达、京东、美团	Pharmaceuticals Deli, M&G Stationery, MUJI, Huawei, Xiaomi, SF Express, Deppon, STO, ZTO, Yunda, JD, Meituan



部分行业合作媒体 Media Partners (Partial)





我们已经第三次参加swop展会，今年我们展位对面就是国际展团的展示区，让我们有机会看到国际领先的包装技术和设备的展示。swop同时也是一个很好的了解行业发展趋势和未来产品需求的平台，今年展会现场也看到了很多海外买家，这也是怡和一再参展的原因，每一次参加我们都会精心准备，为广大观众带来最好的产品。

——**梁斌斌，企划主管**
沧州怡和机械有限公司

This is our third time exhibiting at swop. This year, our booth is right across from the International Pavilion, giving us the opportunity to observe the display of leading international packaging technologies and equipment. swop is also an excellent platform for understanding industry trends and future product demands. This year, we also saw many overseas buyers on site, which is why we keep returning to the exhibition. Every time we exhibit at swop, we thoroughly prepare and bring the best products to the visitors.

——**Robin Liang, Planning Supervisor**
Gangzhou Eiahe Packing Machinery Co., Ltd.

这是我们首次参加swop包装展，本次展会我们主要展示了龙头产品产品快递袋纸袋机ZD-FJ21S+PC等系列产品和技术，吸引了不少专业买家和观众的关注，我们对swop的高品质与专业度感到很满意，希望未来swop可以越办越好。

——**方顺凯，总经理**
江苏方邦机械有限公司

This is our first time to exhibit at swop. Here, we mainly show our well-known products, such as the E-commerce paper bag machine ZD-FJ21S+PC and other products and technology, attracting many professional buyers' and visitors' attention. We are very satisfied with the high quality and professionalism of swop. I hope swop will get better and better in the future!

——**Fang Shunkai, General Manager**
Jiangsu Fangbang Machinery Co., Ltd.

本次swop展会主题明确，各项活动和展示内容紧密围绕主题展开，使整个展会具有较强的连贯性和一致性。这次感受到主办方全方面的宣传力度，将展会信息精准触达目标群体，进一步挖掘到潜在优质买家莅临现场。感谢主办方不计人力财力的投入，希望能够继续发扬优势，为参展商和观众带来更加卓越的展会体验。

——**黄云通，总经理**
温州伊可智能包装科技有限公司

The theme of this swop exhibition is clear, and all activities and displays are closely centred on the theme, which makes the whole exhibition have strong coherence and consistency. This time, we felt the full-scale promotion efforts of the organizers, which could accurately reach the target clients with the exhibition information and further explore the potential quality buyers to come to the show. We appreciate the organizers' investment in manpower and financial resources. We hope to continue to leverage their strengths to bring a more outstanding exhibition experience to exhibitors and visitors.

——**Huang Yuntong, General Manager**
Wenzhou Echo Intelligent Packaging Technology Co., Ltd.

swop作为行业内颇具影响力的展会之一，吸引了大量专业观众，展会现场氛围热烈！展会期间，我们通过精美的展位设计及产品展示（自立袋自动充填旋盖机）有效地吸引了观众的注意力，向他们传递了我们的品牌理念和核心竞争力！此次展会得到了各行各业的关注，这大大提高了我们品牌的知名度和美誉度。

——**谢璧琪**
广东粤东机械实业有限公司

As one of the influential exhibitions in the industry, swop has attracted a large number of professional visitors, creating a lively atmosphere at the venue! During the exhibition, we effectively captured the attention of the visitors through exquisite booth design and product display (automatic stand-up pouch filling and capping machine), conveying our brand philosophy and core competitiveness to them. The exhibition has garnered attention from various industries, significantly enhancing our brand's visibility and reputation.

——**Xie Biqi**
Guangdong Yuedong Machinery Industry Co., Ltd.



本届swop现场汇聚了大量专业观众，效果显著。其中，外贸客户占比达到70%，涵盖欧洲及东南亚地区的各类企业，尤其在乳业、食品品牌及餐饮行业等领域，家联科技与多家有望建立合作关系的目标客户进行了深入交流，取得了积极成果。其次，参展的观众囊括了上下游产业链，充分体现了其一体化的优势，为企业提供了高效对接与交流的平台。这不仅有助于家联科技拓展业务、寻求合作，更是我们展示品牌实力、推广企业文化的重要窗口。

——**田晓锋，市场部总监**
宁波家联科技股份有限公司

swop 2024 successfully attracted a significant number of professional visitors, delivering impressive results. Foreign trade customers accounted for 70% of visitors, representing European and Southeast Asian enterprises. Homelink held productive discussions with potential clients across key sectors such as dairy, food brands, and the catering industry, creating promising opportunities for trade partnerships. swop's visitors, which span the entire upstream and downstream industrial chain, highlight its comprehensive and integrated strengths. This platform has helped expand business opportunities, explore collaborations, and promote our brand and corporate culture.

——**Tian Xiaofeng, Marketing Director**
Ningbo Home-Link Eco-iTech Co., Ltd.

上海swop包装世界博览会是一场令人难忘的盛会，它不仅展示了包装行业的最新成果和创新技术，也为行业内的交流与合作提供了宝贵的平台。我们期待下一届swop展会能够带来更多惊喜，继续引领行业前行。

——**蔡素娇，市场部经理**
台州唯德包装股份有限公司

swop 2024 was an unforgettable event that showcased the latest achievements and innovative technologies in the packaging industry and provided a valuable platform for exchanges and cooperation within the industry. We look forward to the next swop, which will bring even more surprises and continue to lead the industry forward.

——**Cai Sujiao, Marketing Manager**
Taizhou Weide Packaging Co., Ltd.

我们公司的名字叫Wippermann，来自德国，我们来到这里的首要愿景是展示Wippermann公司与LSPTC之间的合作伙伴关系，向中国市场展示我们在中国有一个强大的合作伙伴，并且能够完美地服务市场。我喜欢swop展会，我们明年还会再来。

——**Roger Paul, 总经理**
Wippermann jr. GmbH

Our company name is Wippermann from Germany, and we have been a manufacturer of roller chains since 1893. Our vision is to come here, first of all, to show the partnership between the company Wippermann and LSPTC to show the Chinese market that we have a strong partner here in China who has our chains in stock and can serve the market perfectly. I love the swop fair, and we will be here again next year.

——**Roger Paul, General Manager**
Wippermann jr. GmbH

MULTIVAC 希望在中国提供最顶级的包装和加工的自动化解决方案。我们的愿景是希望引领中国的肉制品行业转型升级。这次参展我们通过VR虚拟展示了在自动化和环保包装方面的技术，并荣获了SAVE FOOD中国节约粮食设计奖及可持续设计奖。今年的swop的人流量比往年多了不少，是一个很不错的展会，明年再见！

——**卢卫，事业部总监**
莫迪维克集团

MULTIVAC aims to provide the most advanced automated packaging and processing solutions in China. Our vision is to lead the transformation and upgrading of China's meat products industry. At this exhibition, we showcased our technologies in automation and eco-friendly packaging through VR virtual displays and were honored with the Save Food Design Award & Sustainability Design Award. The visitors of swop 2024 were significantly higher than in previous years, making it a great event. See you next year!——

——**Marco Lu, Business Unit Director**
MULTIVAC Group



展商评语 Exhibitors Endorsement





观众及 协会评语 Visitors and Associations Endorsement

Welcome
Overseas VIP Delegation

本次swop展会非常不错，主题参观路线指引清晰，引导图有助于找到想看的产品线；现场看到很多富有创意的包装制品及技术前沿的包装设备，已经与一些供应商建立了联系，有望进一步合作，期待明年的展会。

——王永艳，市场策划部副总经理
光明农业发展（集团）有限公司

swop 2024 was excellent. The thematic visit route guidance was clear, and the guide maps helped us find the product lines we wanted to see. We saw many creative packaging products and cutting-edge packaging equipment. We have already established contact with some suppliers and hope to further cooperate as well. Looking forward to next year's exhibition.

——Wang Yongyan,
Deputy General Manager of Market Planning Department
Bright Agriculture Development (Group) Co., Ltd.

我来自菲律宾，是CAFÉCUATROPH咖啡店的店主。我来到swop是为了寻找复印机和包装材料的供应商。swop展会非常大，这是我第一次参加这么大规模的展会。我很高兴找到了我正在寻找的供应商。明年我还会再来。

——Virginia Mart, 店主
CAFÉCUATROPH 咖啡店

I am from Philippines and the owner of CAFÉCUATROPH Coffee Store. I come to swop to find suppliers for copy machines and packaging materials. swop is very big and this is my first time to attend so big fair. I am glad I found suppliers that I am looking for. I will come here next year.

——Virginia Mart, Owner
CAFÉCUATROPH Coffee Store

本次swop展会展品丰富，技术创新的产品比比皆是，给会员单位开拓了视野。同时见到了非常多的优质供应商，为研发新产品提供了有效的信息和发展方向，感谢展会主办方的热情接待和耐心细致的服务。

——谢莉，主任
南京市食品工业协会

swop 2024 was rich in exhibits, and technological innovations abounded, opening up the member units' horizons. At the same time, we met a lot of high-quality suppliers who provided practical information and direction for the research and development of new products. We appreciate the organizers for their warm reception and meticulous service.

——Xie Li, Director
Nanjing Food Industry Association



2024年11月18-20日
325个来自中国、
东南亚和亚洲其他国家及
地区的参观团

Delegations from China,
South-East Asia
and other Asian
countries and regions



我们认为参加swop是一次帮助技术人员提高业务能力，拓展技术视野的宝贵机会。在展会上，各类展示和前沿讲座向我们介绍了未来包装行业的发展方向，让我们对包装行业的市场趋势也有了更深入的了解。

——郑婉芬，秘书长
上海市浦东新区印刷行业协会

We believe that participating in swop is a valuable opportunity for technical personnel to enhance their business capabilities and broaden their technical horizons. At swop 2024, various displays and cutting-edge lectures introduced us to the development direction of the future packaging industry, providing us with a deeper understanding of the market trends in the packaging industry.

——Wanfen Zheng, Secretary-General
Shanghai Pudong Printing Trade Association

协会认为swop 2024的规模比上一届更盛大。这次的团员主要来自食品行业，因此他们对食品包装相关的材料、机器、膨化类包装等都表现出浓厚的兴趣。一部分团员希望能找到特定的包装产品，例如粟米包装，而供应商也能够满足他们的要求。他们对本次展览所展示的机械、材料等表示充分肯定，并对主办方的安排感到非常满意。

——Baigalmaa Byambasuren, 主席
蒙古贸易促进协会

We believe that the scale of swop 2024 is significantly larger than the previous edition. The members primarily come from the food industry, showing great interest in food packaging-related materials, machines, and puffed packaging. Some members are specifically looking for certain packaging products, such as corn packaging, and the suppliers have the capability to meet most of their requirements. They expressed strong affirmation of the machinery and materials displayed at the exhibition and were very satisfied with the arrangements made by the organizers.

——Baigalmaa Byambasuren, Chairman
Mongolian Trade Promotion Association

这是FMM第5次组织参观团参观swop。我们很高兴地迎来今年的一个重要里程碑——首次为FMM成员安排的商业配对活动。这个配对会议非常成功，让我们的多位会员与心仪的展商建立了联系，甚至安排了工厂参观。我们对主办方的无缝安排感到非常满意，在swop度过了美好的时光。展望未来，FMM将继续支持 swop，促进进一步的合作。

——Farah Nabilah Fuad, 高级管理人员
马来西亚制造商联合会

This marks the fifth occasion that FMM has organized a group visit to swop, and we are excited to highlight a significant milestone this year—the first-ever business matching event arranged exclusively for FMM members. The business matching sessions were incredibly successful, allowing several of our members to connect with their preferred exhibitors and even secure factory visits. We are extremely pleased with the seamless arrangements made by the organizers and thoroughly enjoyed our time at swop. Looking ahead, FMM is committed to continuing our support for swop and fostering further collaboration.

——Farah Nabilah Fuad, Senior Executive
Federation of Malaysian Manufacturers





swop

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