

展后报告

Post-show Report



swop

PROCESSING & PACKAGING
25^{TO}28 NOVEMBER 2019

SHANGHAI

MEMBER OF INTERPACK ALLIANCE

包装世界（上海）博览会
2019 · 11 · 25 - 28
中国 · 上海新国际博览中心

全球领先包装展 INTERPACK 联盟成员

WWW.SWOP-ONLINE.COM



主办单位
Organized by

ADSALE 雅式® ufi
Member

Messe
Düsseldorf
Shanghai

展后总结

Event Summary

25,193

观众来自77个国家
Visitors from 77 countries

swop 包装世界（上海）博览会作为全球领先的包装机械与加工展览会interpack联盟的一员，整合了国际化的资源，swop 2019提前预览了interpack 2020的一些包装行业的新趋势、新创意以及新科技。今年swop继续以打造全方位包装产业链展示平台为主题，贯通包材生产加工、一次包装、二次包装、包装材料生产及加工机械、包装印刷、食品及饮品加工与包装、医药及化妆品加工与包装、非食品消费品加工与包装、包装材料包装容器以及包装制品、包装设计，覆盖八大终端领域：食品、饮料、医药、日化、甜品、烘焙、非食品、工业产品，整合包装全产业链的一站式采购平台。本届展会共吸引了来自包括中国、德国、法国、瑞典、比利时、意大利、英国、美国、日本、韩国、马来西亚、中国香港、中国台湾全球13个国家和地区的中外知名企业参展商携加工和包装领域的一流产品和创新成果亮相。

60,000m²

展示面积
Exhibition space

701

展商来自13个国家和地区
Exhibitors from 13
countries and regions

As a member of interpack alliance, the world's leading packaging and processing machinery exhibition, swop integrates international resources. Paving the way for interpack 2020, swop 2019 presented a preview of the show with latest trends, new ideas and new technologies on display. This year, swop continued to position itself as a comprehensive business platform for the entire supply chain of the packaging industry, covering categories including the production and processing of packaging materials, primary packaging, secondary packaging as well as packaging printing, integrating the entire packaging industry chain into a one-stop procurement platform. swop targets eight key industries: food, beverages, pharmaceuticals, cosmetics, confectionery, bakery, non-food and industrial goods. The exhibition attracted a large number of exhibitors from 13 different countries and regions, including China, Germany, France, Sweden, Belgium, Italy, the United Kingdom, the United States, Japan, South Korea, Malaysia, Hong Kong SAR and Taiwan Region to exhibit their cutting edge technologies and innovative products in the packaging industry.

201

专业参观团
Delegation groups



**上海界龙实业集团股份有限公司
包装印刷事业部总经理 费屹豪**

今年我们界龙实业也能够非常有幸，作为参展商参加swop包装世界展会，今年现场人很多，观众也非常踊跃以及专业。swop能够从中国的市场上，为我们这些包装的提供商，从客户端到生产端，再到下游的客户都能一一打通，能够提供一个一条龙的综合服务。

**Fei Yihao,
General Manager of Packaging and
Printing Division, Shanghai Jielong
Group Co., Ltd.**

This year, Jielong Group was honored to participate in swop 2019 as an exhibitor. There were many visitors on site, and the attendees were very enthusiastic and professional. swop connects us as packaging providers to both clients and the production suppliers in the Chinese market. It provides a one-stop integrated service that connects the entire supply chain.

**杭州中亚机械股份有限公司
魏永明 销售总监**

swop 2019包装世界（上海）博览会是面向中国乃至亚洲的一流加工与包装专业展，通过技术博览会，为各个领域的制造商、供应商提供了一个广泛交流的平台，极大地促进了包装行业的发展和进步，从“制造”提升至“智造”，推进“机器换人”工程，持续向“高端化、智能化”的高端包装装备发展，引领未来的包装趋势。

**Wei Yongming,
Sales Director of Hangzhou Zhongya
Machinery Co., Ltd.**

swop 2019 is a first-class processing and packaging professional exhibition in China and even in Asia. Through the technology expo, it provides a platform for manufacturers and suppliers in various fields to communicate and exchange ideas. It extensively promotes the transition of the packaging industry, from "manufacturing" to "smart manufacturing". With increased automation applications, packaging machinery industry is continuously developing towards high-end and intelligent. The show leads the future packaging trends.

**杭州振华日化玻璃有限公司
夏雄峰总经理**

经过将近两天的展会，我对swop展会效果相当满意，有相当专业的人士前来参观了我们的展台，swop观众的专业度非常高，对未来包装发展的探索欲也非常强烈，这对当下包装发展也将具有更广阔的空间，swop是我们包装人的展会。

**Xia Xiongfang, General Manager,
Hangzhou Zhenhua Glass Co., Ltd.**

After two days of the exhibition, I am very satisfied with the results of swop 2019. Many professionals came to visit our booth. The visitors at swop are professional with a strong desire to explore the development trends of future packaging. It provides a wide space for packaging industry to grow. swop is the exhibition for us packaging people.

**大连奥特马工业有限公司
营业部部长 阎成**

借助swop这个平台，接触了十分优质的客户，对我们的品牌不仅在中国，乃至在全球范围内都起到了一个非常好的宣传效应。

**Yan Cheng, Head of Sales Department, Dalian
Altma Industry Co., Ltd.**

With the help of the swop platform, we have connected with very high-quality customers, which is very good branding and promotion for us both in China and abroad.

**希悦尔（中国）有限公司
大中华区市场传播高级经理 Nikki Xiong**

今年我们确认参展的时间相对较晚，拿到的展位位置并不是非常占优势，但现场还是有不错的访问流量，各类主题活动也很丰富。希望swop将来越办越好，成为更多的专业供求双方能够高效利用的一个平台。

**Nikki Xiong, Senior Manager of Greater China
Marketing Communications, Sealed Air (China)
Co., Ltd.**

This year we confirmed our participation rather late and our booth location was not that prominent. However, the visitor traffic at our booth was good. The concurrent events were very content-rich. I hope that swop will continuously do better and become an effective platform for more and more suppliers and professional buyers.

**德国机械制造业联合会VDMA印刷
和纸张技术贸易展和研究部，
Dr. Sven Breitung**

swop 2019的参展商数量比起2017年有显著增长，与第一届swop相比，展商数量已经翻了一番。因此，这届swop也吸引了更多观众，因而也将促成更多的商务合作。swop是亚洲领先的包装机械与加工展览会，这是毋庸置疑的。此外swop也将展示最新的包装趋势以及新的理念给年轻一代！

**Dr. Sven Breitung, VDMA Printing
and Paper Technology Trade
Show and Research Department,
German Machinery Manufacturers
Association**

The number of exhibitors has increased since the last edition of swop and has doubled since the first edition in the year 2015. The increase in the number of visitors increases the possibility of successful business transactions that can be completed. swop is definitely the No.1 event in processing and packaging in Asia which show-cases the latest trends and new ideas to next generation.





swop

PROCESSING & PACKAGING

全球领先包装展 INTERPACK 联盟成员

MEMBER OF INTERPACK ALLIANCE

同期会议

Concurrent Events

“Z世代，新未来”

——SIVAPACK包袱底儿设计展

“Z generation, new future”

- SIVAPACK package design expo

快消品创意论坛
FMCG Creative Forum

绿色与智造时代的纸塑包装发展论坛

Paper Packaging Development Forum

in a Green and Smart Era

“领变未来”快消品专题论坛
“Leading the Change of Future” FMCG Forum

“一路有你”快消品主题馆答谢酒会

“All the way with you” FMCG thanksgiving reception

SAVE FOOD China节约粮食中国高峰论坛
SAVE FOOD China Forum

“新时代洞察力”

——国际设计高端论坛

“New Age Insight”

- International Design Forum

interpack 2020推介会
interpack 2020 presentation

智能包装 未来已来

Smart packaging. The future is here

塑料包装企业新技术交流推进会
New Technology Exchange Conference
in Plastic Packaging Enterprise

电商物流包装高峰论坛

——“创·智”未来

E-commerce Logistics Packaging Summit Forum

- the Future of “Smart Innovation”

drupa 2020推介会
drupa 2020 presentation

“餐饮2019，顺势而为”主题峰会

“Restaurant 2019, take advantage of the trend” forum



展会亮点

Event Highlights

联合国粮农组织与swop共同主办的“SAVE FOOD节约粮食”，以主题展和高峰论坛的双重形式登陆swop 2019。在展会的高峰论坛上，演讲嘉宾们为大家分享了如何以创新包装材料及技术延长食品货架期，减少食物损失和浪费，从而为企业减少生产成本，也能为社会保护环境出一份力。

The “SAVE FOOD” pavilion and forum, co-organized by the Food and Agriculture Organization of the United Nations (FAO) and Messe Düsseldorf (Shanghai) Co., Ltd., have been a highlight of swop. During the forum, the FAO, Shanghai Toppan Co., Ltd., the German Machinery and Equipment Manufacturing Association, AMETEK Memcom, Modivik, and winners of Tsinghua University “Anti-hunger Innovators” shared how to extend the shelf-life of food with innovative packaging materials and technology to reduce food loss and waste, thereby reducing production costs for enterprises and contributing to the protection of the environment.

swop

今年与中国包装设计界享
誉盛名的上海视觉艺术学

院包装传播设计专业（SIVAPACK）合作，携手举办“Z世代，新未来”——SIVAPACK包袱底儿设计展以及“新时代洞察”——国际设计高峰论坛。在这愈演愈烈的品牌竞争“新时代”下，与品牌商和包装界一起从包装设计出发，以创新意识、商业思维及消费者的洞察力助力企业和终端用户把握商机。

This year swop cooperated with SIVAPACK, the prestigious packaging design college of China's packaging design industry - Shanghai Institute of Visual Arts. They jointly organized “Generation Z, New Future” – SIVAPACK design expo and “New Era Insight” – international design forum. Generation Z refers to a generation born after 1995 or even after 2000, which is a new future for the market. In this “new era” of brand competition, together with the brand and packaging industry, swop aimed to help enterprises and end users to seize business opportunities with innovative awareness, business thinking and consumer insight.

swop

与战略合作
伙伴“包装

之家”三度携手，在N3馆共同打造“快消品主题馆”。该主题馆主要展览展示包装容器以及包装材料，规模相较上一届再度升级，超过200家参展商，逾10,000平方米的展示面积，其中绍兴市上虞区化妆品包装行业协会的入驻也让“快消品主题馆”大放异彩。为包装应用终端用户展示高品质的产品、营造跨领域的交流平台，从而提升品牌竞争力。



This is the third time swop is working together with “PKG Family”, who is committed to building the most valuable FMCG supply chain ecosystem and has more than 1,200 FMCG industry members. Together they created the “FMCG Pavilion” in hall N3. This pavilion mainly displayed packaging containers and packaging consumables. The scale had been upgraded compared to the previous edition, with more than 200 exhibitors occupying more than 10,000 square meters of display area. The participation of the Shaoxing Shangyu District Cosmetic Packaging Industry Association had brought this pavilion under the spotlight. The exhibition aimed to enhance brand competitiveness by presenting high-quality products to packaging application end users and by creating a cross-disciplinary communication platform.

观众评价

Visitor Testimonials

好孩子国际 孔海浪 采购经理

这届swop总体很不错，参展商规模很好，基本在现场都见到了想见的展商，主要关注包装机械和包装制品方面，现场看了打码机 可回收可持续材料和纸制品相关材料，收获很多新的理念新想法。对于下一届展会非常期待，对于这么好的展会希望每年都可以举办。

Goodbaby International Kong Hailang, Purchasing Manager

This year's swop is a very good event with a good range of exhibitors. I met all the exhibitors I wanted to meet onsite. My main focus was packaging machinery and packaging products. I was looking for code printers, recyclable and sustainable materials and paper products onsite. I gained a lot of new ideas and concepts. I'm looking forward to the next edition, I hope that such a good exhibition can be held every year.

亿滋国际 孔凡静 包装工程师

本次展会综合度较高，现场主要看包装设计包材部分，留意到现场的SIVA学院展台，关于设计部分很新颖很特别很潮流，希望下一届展示的展品更多展台更大些会更好。非常关注新一代年轻人的想法和潮流，下一届swop会继续关注。

Mondelēz International, Inc. Kong Fanjing, Packaging Engineer

The exhibition content is very comprehensive. I was looking for packaging design materials onsite and the SIVA booth caught my attention. Some of the designs are very innovative and trendy. I hope that more exhibits will be displayed next time with a bigger booth. swop is very concerned about the ideas and trends of the new generation and young people, and I will follow the next swop closely.

协会评语

Association Feedback

上海市食品接触材料协会 周伟 秘书长

本次 swop 2019 包装世界（上海）博览会，规模之大和展商之多，离不开主办方悉心的组织，另外，由于主办方专业优质的服务，为我们整个参观行程流畅度与体验感，带来非常好的参展享受。期待，今后能有进一步更深层次的合作。

Shanghai Association of Food Contact Materials Zhou Wei, Secretary General

swop2019 was held on a large scale with many exhibitors, which cannot be separated from the careful and detailed arrangements made by the organizers. The professional and high-quality service provided by the organizers, made it a smooth experience for all visitors. We look forward to further and deeper cooperation in future.

常州市食品行业协会 戚飏贤 秘书长

本协会多次参加贵公司的包装国际展，收获颇丰，部分企业代表说：“这次包装展集合了包装领域的先进技术和优质企业。比如说我看到一种标签检查设备，用高频摄像机可以快速识别运动中的二维码。这对于我们目前的产品的升级提供了一些新思路”。有的还说：“带回50斤文件资料……背得满头大汗……回家认真学习！感谢食品协会领导给我们机会……大开眼界……。”

Changzhou Food Industry Association Qi Fangxian, Secretary General

The association has participated multiple editions of swop organized by your company and has benefitted a lot. Some enterprise representatives said: "swop brings together advanced technology and high-quality exhibitors in the packaging field. For example, I saw a label inspection machine that uses high-quality video camera to quickly identify the QR code in motion. This provides some new ideas for the upgrade of our current products." Another representative said: "I carried 25kg of documents back home for further study...! Thanks to the leaders of the Food Association for giving us the opportunity ... it's really an eye-opening experience ..."

杭州工业设计协会 李郝标静 会员部

杭州市工业设计协会带队设计企业相关负责人等首次参加 swop 2019 包装展，全方位感受到了主办方的贴心服务，并了解到中国包装产业的发展趋势，企业收获颇丰。特别是此次SIVA设计论坛，感觉到了设计行业的新风向，整个论坛人流爆满，办的十分成功。非常荣幸参观本次展会，期待下一次的参观！

Hangzhou Industrial Design Association Li Hao Biao, Membership Department

Visitors from design enterprises led by Hangzhou Industrial Design Association participated in swop 2019 for the first time. They experienced the attentive services of the organizer to the fullest and learned the development trends of China's packaging industry. The SIVA design forum was of special interest as it presented the new trends in the design industry. The entire forum was full of people, and it was very successful. I am very honored to visit this exhibition and look forward to the next visit!

观众分析

Visitor Breakdown

观众所属行业：

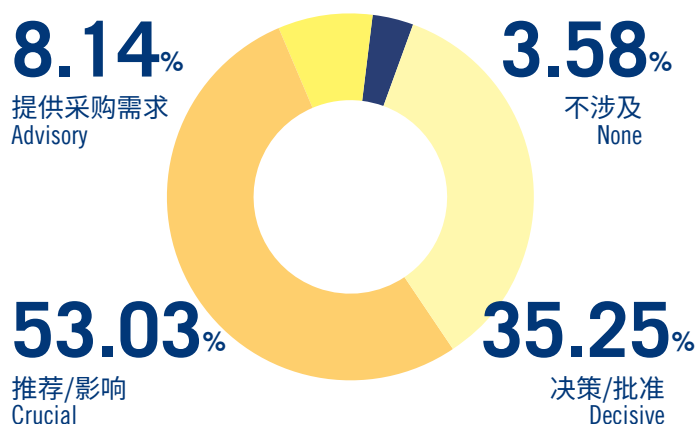
Visitor breakdown by industry:



观众感兴趣的展品: Visitor Breakdown by Interested Products:



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



数据对比 Data Comparison

2017' 35,000
2019' 60,000

总面积
Exhibition Area



参展商
Number of Exhibitors



2017' 487
2019' 701

2017' 18,118
2019' 25,193

观众人数
Visitors





swop

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23^{TO}25 NOVEMBER 2021
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2021 · 11 · 23 - 25

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

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