

Press Release | 2024 March

swop 2024

Shanghai World of Packaging

Shanghai, China, 18-20 November 2024

## Exploring Unlimited Packaging Opportunities at swop 2024: Bringing together the Emerging Forces of the Industry and Driving the New Development of Packaging

*The Shanghai World of Packaging (swop) will once again be the leading packaging trade fair for the Asian market in November 2024. As part of the interpack alliance portfolio, swop focuses on innovative and sustainable solutions and sets trends for intelligent packaging technologies.*

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. swop will be held from November 18 to 20, 2024 in Shanghai, China. swop serves as a one-stop procurement platform for the packaging industry to showcase new equipment, materials, technologies, designs and packaging solutions throughout the entire industry chain.

### swop aims to provide a platform for the entire processing and packaging industry chain and promote industry development

In 2024, swop will integrate the entire processing and packaging industry chain for Food, Beverages, Confectionary, Bakery, Pharma, Cosmetics, Non-Food and Industrial Goods. swop will provide a "supply and demand" platform for the packaging market to showcase customized packaging solutions in various fields, as well as innovative designs that will lead future packaging trends. At swop, the packaging industry's progress in environmental protection and sustainability will also be highlighted, contributing to the achievement of the Sustainable Development Goals (SDGs).

### Highlights at swop 2024 to be upgraded to enhance the experience for exhibitors and visitors

In 2024, swop will concentrate on cutting-edge advancements in the packaging industry, with a focus on innovative content that is forward-thinking and groundbreaking, aiming to provide exhibitors and visitors with a brand-new exhibition experience.

**Intelligent Packaging Equipment** - Under the slogan of "Intelligence, Digitalization, Personalization," swop has launched the "Smart Packaging Zone" to showcase



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intelligent processing and packaging machinery, plastic and paper packaging container production equipment, primary and secondary packaging equipment, intelligent packaging technology, and smart factories. These products and solutions are designed to meet the intelligence requirements of businesses, enhancing efficiency and reducing costs.

**A Dual Carbon New Era** - How to promote recyclability and sustainability in packaging? In 2024, swop will once again launch the Green Power Dual Carbon New Era Zone to showcase bioplastic products and materials, plant fiber molded products and materials, reusable circular packaging, biodegradable bag-making equipment, paper and film packaging and equipment, green printing materials, and recycling technologies. An interactive communication platform will be established for the packaging supply chain. This platform will enable businesses and visitors to discuss sustainable packaging trends from various perspectives.

**Packaging Products and Materials** - swop 2024 will provide a communication channel and platform for FMCG with high value. Packaging manufacturers and innovative designers will gather to create a supply chain ecosystem involving OEM/ODM/OBM. Exhibits will include packaging products, materials, and solutions, as well as the supply chain, covering the entire FMCG industry chain.

**SAVE FOOD** - The percentage of food lost globally after harvest on farm, transport, storage, wholesale and processing levels, is estimated at around 13%, and 17% of all food available at consumer levels is wasted. Reducing food loss and waste is a crucial issue in today's society. Packaging plays a vital role in food production, storage, transportation, processing, consumption, and other aspects of food loss reduction. Solutions will be provided for food companies that produce meat, fresh produce, fruits, vegetables, agricultural products, and liquid foods. Furthermore, the zone will feature state-of-the-art processing and packaging technology from this year.

### **Focusing on matchmaking and the expanding global packaging business**

Exhibitors and end-users will have the opportunity to engage in in-depth one-on-one discussions at swop. By relying on comprehensive global visitor data and continuously developing the buyer base, swop will facilitate supply and demand matchmaking, making it one of the most popular platforms in the packaging industry.

swop 2024 is set to “establish” a new pattern in the current era and embrace an “innovative” approach across boundaries in line with the latest trends. We look forward to seeing you at swop 2024, the Shanghai World of Packaging in the Shanghai New International Expo Center from 18 - 20 November, 2024. See you there at this “must attend” event in the processing and packaging industry!

### **About the interpack alliance**

The interpack alliance comprises the events organised by Messe Düsseldorf that are part of the Processing & Packaging portfolio. In addition to the leading trade fair



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interpack in Düsseldorf, the interpack alliance includes swop - Shanghai World of Packaging (Shanghai), pacprocess MEA and Food Africa (Cairo), pacprocess India (Mumbai) and components (Düsseldorf). The interpack alliance addresses the target groups of food, beverages, confectionery, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods in important growth markets - with different focal points depending on the event.

For more information, please visit the official website: [www.swop-online.com](http://www.swop-online.com).

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#### About the Organizers

##### Messe Düsseldorf (Shanghai) Co., Ltd.

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the



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industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai and Beijing with a workforce of some 70 full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at [www.mds.cn](http://www.mds.cn)

### Adsale Exhibition Services Ltd.

Adsale Exhibition Services Ltd has been established in Hong Kong since 1978. It is the organizer of Chinaplas, the Asia's no. 1 exhibition in the plastics and rubber industries. Adsale is also the organizer of Sino-Pack, PACKINNO, Sino-Label and Printing South China, etc. Backed up with enormous resources in Asia and with well-versed trade promotion strategies for the Chinese market, Adsale is endeavoring to provide cost-effective and integrated marketing solutions across various industries, to satisfy international suppliers' needs of tapping into the Chinese and Asian markets. The Group has offices in Beijing, Shanghai, Shenzhen and Singapore. Website: [www.adsale.com.hk](http://www.adsale.com.hk)



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