

Press Release | 2023 November

swop 2023

Shanghai World of Packaging

Shanghai, China, 22-24 November 2023

swop 2023 Successfully Concludes and Paves the Way for Annual Edition!

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

swop is co-organized by Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd. The three-day exhibition attracted industry leaders, professionals, and visitors from all over the world to discuss the latest technologies and developments in the processing and packaging industry.

Close to 30,000 trade visitors attended the event, which marked a positive return after 4 years' preparation

With an exhibition area of over 62,000 square meters, swop 2023 attracted nearly 900 domestic and foreign exhibitors and welcomed 30,000 professional visitors from 99 countries and regions. The three-day event showcased a remarkable 14% increase in visitors compared to the previous edition.

Leading Chinese and international companies included Multivac, Demag, KUKA, YOUNGSUN, TEDERIC, Eiahe, and ZHONGYA, which drew large crowds to the show. The German Pavilion once again hosted top-tier companies displaying Germany's innovative packaging solutions for potential buyers. HOERAUF, HERMA, Novexx, WOLF, and Herrmann, among other renowned exhibitors, presented state-of-the-art innovative packaging equipment, packaging materials and products. They showcased processing and packaging trends and advanced German packaging solutions to potential buyers.

swop has garnered extensive support from over 100 domestic and international industry associations in food, daily chemicals, plastics, printing, packaging, etc. swop 2023 welcomed nearly 300 visitor groups from China, Southeast Asian countries, the Middle East, South America and Europe.

Mr. Thomas Dohse, Director of interpack at Messe Düsseldorf GmbH, said, "I am pleased to see that swop, as a member of the interpack alliance, has reached a new record with exhibition space and exhibitor and visitor numbers. We were excited to meet face-to-face with exhibitors and visitors who were finally back to swop after a 4-year absence."



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Several major highlights unveil future packaging trends

Focusing on sustainable packaging and low-carbon development, swop 2023 introduced a new theme — “Green Power Zone”. Over 150 exhibitors displayed diverse eco-friendly packaging materials, production equipment, and solutions to support packaging companies and brands in achieving sustainable development objectives.

Ms. Celine To, General Manager of Adsale Exhibition Services Ltd., introduced trendy topics in this year’s swop: sustainable packaging, AI applications in packaging design, and the future trends of intelligent and digitization of packaging solutions have been presented to enhance efficiency among other highlights.

With over 2,000 members in the FMCG industry, the Packaging Family, as a pioneering platform in the industry, has partnered with swop for the fourth time. The “FMCG Infinity Zone” combines over 400 superior packaging materials and product suppliers exhibiting popular eco-friendly packaging products. The ODM/OEM zone was first set up to show brand owners innovative materials, products, and designs and aid them in meeting the constantly evolving demands of FMCG consumers.

Mr. Wu Lin, the founder of “PKG Family” – the Packaging Family, stated that this year, the highly valuable FMCG industry chain ecosystem had been built up in the FMCG Infinity Zone. And the brand-new OEM / ODM zone has been set up to enhance the entire supply chain. Over 400 superior packaging materials and product suppliers exhibited popular eco-friendly packaging products.

swop 2023 launched the “Smart Packaging Zone” to display numerous intelligent plastic and paper packaging containers, packaging machines, and back-end packaging equipment. These products fully meet requirements for intelligence, enabling them to enhance efficiency and reduce costs.

Mr. Guo Haixiang, Deputy secretary general of the Shanghai Packaging Technology Association (SPTA), which is also been a key partner of swop since 2015, stated: “The feedback from the packaging machinery exhibitors was very positive, and many companies have already been consulting for next year’s exhibition.”

As one of the leading processing and packaging solution providers, Marco Lu, business unit manager from Multivac stated: “We have built a strong bond with interpack for a very long time and were happy to be part of swop this year. Also, we had positive outcomes from the show.

Jeff Yuan, Key Account Manager-Consumer from KUKA ROBOTICS, commented: “We have welcomed numerous international delegations to our stand and the quality of visitors was extremely high.”



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Among 10 concurrent events, the SAVE FOOD Forum, was a major highlight

During the show, more than 10 industry forums, new technology exchange sessions, and over 60 thematic discussions were all fully packed with 1,820 participants. Experts, scholars, and corporate leaders were invited to engage in comprehensive and in-depth discourse and analysis of the trendy topics in the packaging industry. Among the highlights was the SAVE FOOD Forum. "SAVE FOOD" is a global initiative jointly launched by the Food and Agriculture Organization of the United Nations (FAO), the United Nations Environment Programme (UNEP), Messe Düsseldorf, and interpack. It aims to promote innovation, foster cross-disciplinary dialogue, initiate discussions, and reduce global food waste and loss to contribute to the fight against global food loss.

The 3rd SAVE FOOD China Forum invited experts, scholars and representatives from several organizations and companies. FAO, the Chinese Academy of Agricultural Sciences (CAAS), UNITED CAPS, Multivac, Bizerba, Tomra, China Agricultural University, the World Resources Institute, Sino-German Agricultural Centre (DCZ) convened to exchange insights on topics such as packaging for reducing food loss and waste, transforming agri-food systems by reducing food loss and waste and so on.

Mr. Zhang Zhongjun, Assistant FAO Representative of the FAO China Office, stated that the cooperation and partnership among all stakeholders in the food supply chain are essential to reduce food loss and waste. Packaging is necessary to combine technology and innovation, and packaging brings the initiative of saving food from field to fork.

For the first time, the SAVE FOOD Initiative presented the SAVE FOOD DESIGN AWARD and SUSTAINABILITY DESIGN AWARD to exhibitors at swop. The SAVE FOOD DESIGN AWARD acknowledged innovative products that minimize food waste, while the SUSTAINABILITY DESIGN AWARD celebrated solutions with positive environmental impacts, such as reducing CO² footprints. UNIDO, The World Packaging Organization (WPO), and FAO served as jury members for evaluating the applicant companies.

The SAVE FOOD Design Awards went to UNITED CAPS, Kaida Group, and Multivac Group and winners of SUSTAINABILITY DESIGN AWARD were Bizerba, Dookoo Intelligent and Herrmann Ultrasonics.

Ms. Astrid Hoffmann-Leist, Chief Innovation & Communication Officer and Business Director APAC from UNITED CAPS, delivered a short speech and introduced how the packaging Bump Cap, which won the gold SAVE FOOD design award is able to save food and reduce waste and loss.

The successful conclusion of the exhibition marks another milestone in the packaging



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industry. swop will be held annually, and the next edition is scheduled at SNIEC (Shanghai New International Expo Centre) from November 18 to 20, 2024.

About Shanghai World of Packaging (swop)

Shanghai World of Packaging is the annual trade fair focusing on Artificial Intelligence, sustainable packaging, smart factories, printing and labeling, processing and packaging components, package container production, e-commerce and logistics packaging, innovative packaging materials, packaging design, personalized packaging, packaging light-weighting, packaging design, etc., to provide innovative omni channel packaging solutions, intelligent processing and packaging production lines, which is organized by Messe Düsseldorf Shanghai and Adsale Exhibition Services Co., Ltd. At the same time, particular exhibition areas and distinctive zones will be available at swop to cover all the trending topics in the packaging industry.

For more information, please visit the official website: www.swop-online.com, or scan the official QR code below to stay tuned with the latest Shanghai World of Packaging (swop) news.



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