



**interpack
alliance**

MADE FOR TOMORROW

News Release | July 2017

swop 2017

Shanghai New International Expo Centre (SNIEC)

Shanghai, China, Nov. 7-Nov. 10, 2017

swop 2017: New Confectionery Processing and Packaging Equipment Zone with International High Caliber Exhibitors

At swop 2017, Nov. 7-10 at the Shanghai New International Expo Centre (SNIEC), a large number of internationally advanced and innovative processing and packaging products for the confectionery and bakery sectors will be showcased. Several leading European confectionery processing and packaging machinery manufacturers have registered for the exhibition with the goal of supplying Chinese and Asian dessert industries with advanced products and high quality services – among them the German exhibitors Theegarten-Pactec, Chocotech, Winkler+Dünnebier, Hänsel Processing, LoeschPack and Hansa Mixer.

According to statistics, the total output value of China's candies and chocolates from Jan-Oct 2016 reached approx. EUR 7.6 billion, with a cumulative growth rate of 17.64%. Data also show, that China's candy and chocolate market has an annual average growth rate, which is nearly 6% higher than that of the global candy & chocolate market, presenting a consumption potential of as high as approx. EUR 2.55 billion. In Switzerland, the annual chocolate consumption per capita is 10kg, while only 40-70g in China. This means, that China will become the world's largest chocolate market as soon as its annual consumption per capita reaches 1kg. Therefore, China has become the chocolate market with the highest development potential and has drawn the attention of all the main chocolate brands in the world. Mondelez has recently announced its decision to officially introduce a new chocolate brand into China, becoming another foreign enterprise entering the mainland Chinese market following Mars, Ferrero, Nestle and Hershey.

China's confectionery manufacturers on the other hand are not as competitive compared to international brands in terms of taste, and packaging. For example COFCO, the largest food manufacturing company in China, has announced its decision to sell the chocolate brand Leconte last year. Zhu Danpeng, a researcher in the Chinese food & beverage industry, said Leconte used to rank among the



Messe
Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany


Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

1

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



**interpack
alliance**

MADE FOR TOMORROW

top ten chocolate brands in China, and the announcement of the sale showed that the company was no longer among the ten mainstream chocolate brands in China. Moreover, other domestic chocolate brands have stayed completely out of the mainstream market. According to research, the inferior position of domestic chocolate brands can mainly be attributed to a lack of investment in production, R&D, processing, manufacturing, packaging, design, marketing and promotion.

Chinese confectionery enterprises must focus on cultivating their brands, by introducing advanced technology and equipment, strengthening innovation while developing new flavors, new functions, new processes, new packages, new designs and so forth, in order to enhance market competitiveness. When selecting packaging materials for confectionery including candies and chocolates, the value of advanced processing and packaging technology along with modern production lines cannot be underestimated. At swop 2017, visitors can learn more about these innovative products. In addition, famous candy & chocolate manufacturers such as Ferrero, Hershey, Callebaut, UHA, Meiji, GLICO, Lindt, Hsu Fu Chi, Oishi etc. have been pre-registered to visit swop 2017.

For more information, please visit the official swop website at www.swop-online.com or follow us on Facebook (<https://www.facebook.com/swop.sh/>) to stay updated with the latest exhibition news.



- End -

Press Contact:

Ms. Echo Li
Messe Düsseldorf (Shanghai) Co., Ltd.
Tel +86-21-6169 8337
Fax +86-21-6169 8301
echo.li@mds.cn
www.mds.cn

Ms. Minna Mui
Adsale Exhibition Services Ltd.
Tel +852-2516 3343
Fax +852-25165024
swop.hkpr@adsale.com.hk
www.adsale.com.hk

Ms. Cheng Jianying
China Center for Food and Drug International Exchange (CCFDIE)
Tel +86-10-8221 2866
Fax +86-10-82212857
chengjy@ccfdie.org
www.ccpie.org



**interpack
alliance**

MADE FOR TOMORROW

Organizer background information

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 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.

Adsale Exhibition Services Ltd.

Adsale Exhibition Services Ltd was established in Hong Kong in 1978. It is the organizer of Chinaplas which is Asia's no. 1 exhibition on plastics and rubber industries. Adsale is also the organizer of Sino-Pack, Sino-Label and Printing South China. 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 20 industries, including plastics & rubber, textiles & garments, building & lighting, power & electrical equipment, automobile & auto accessories, packaging technology & products, printing & labels, woodworking & furniture, heating & boiler technology and so forth, to satisfy international suppliers' needs of tapping into the Chinese and Asian markets. The Group has liaison offices in Beijing, Shanghai, Shenzhen and Singapore, with a staff of over 300.

China Center for Food and Drug International Exchange

China Center for Food and Drug International Exchange, as an independent institutional legal person, is a public institution affiliated to China Food and Drug Administration (CFDA). By centering on the functions and work priorities of CFDA, CCFDIE undertakes international exchanges and cooperation through non-governmental channels, organizes and implements international exchange and cooperation programs among enterprises, scientific research institutions, social organizations, foundations as well as foreign institutions.

