



# interpack alliance

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## swop to take place annually

***The Shanghai World of Packaging (swop) will be happening every year from 2024. Under the interpack alliance umbrella, the trade fair is paying even stronger attention to the requirements of the local market and is strengthening international relations within the processing and packaging industry.***

Even before the start of swop 2023, it was clear that the trade fair will already be held again in 2024. One reason is the growing demand from exhibitors and visitors. The shorter cycles of innovation which result from the change in the packaging industry and which especially affect sustainability and digitalisation also play a role here. The annual rhythm creates a platform to present innovations and developments in the processing and packaging segment in a timely manner. Until now, the rhythm was two years.

“With this step, we recognise the needs of the very dynamic Chinese packaging market”, says Thomas Dohse, director of the interpack alliance. “A shorter interval between events has been met here with great interest. Regular participation allows companies to increase their visibility, improve customer retention and strengthen their position in the market.”

After the end of the Covid-19 crisis, an ongoing economic recovery can be observed. At the same time, the trade fair industry is regaining strength. For example, the response of exhibitors to swop 2023, jointly organised by Messe Düsseldorf Shanghai and Adsale Exhibition Services, is already large.

### The packaging market is growing

With the expansion of the global consumer market and the development of technological innovations, the packaging industry has become an important factor for business growth in China. The industry continues to specialise while focusing on innovation, protecting the environment and sustainability. The presentation of novelties, strengthening technological dialogue and creating new business contacts within the industry have all



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become especially important, and trade fairs are the ideal platform to achieve these goals.

### **A perspective on future topics**

swop covers a great range of topics, among them artificial intelligence, sustainable packaging, smart factory, printing and labelling, processing and packaging components, manufacture of packaging containers, e-commerce and shipping packages, packaging materials and design as well as personalised packaging. Users receive innovative omnichannel packaging solutions and intelligent processing and packaging production guidelines. This is complimented by an extensive supporting programme and special areas.

### **The next dates**

From 22 – 24 November 2023, swop will be held in Shanghai. Around 700 exhibitors and 25,000 visiting professionals from China and abroad are expected. In 2024, swop is scheduled for 18 – 20 November, and will also take place in Shanghai.



For more information on exhibiting opportunities, contact the interpack team (Ivania Portillo-Elzer, [PortilloI@messe-duesseldorf.de](mailto:PortilloI@messe-duesseldorf.de))

[www.swop-online.com/en](https://www.swop-online.com/en)

### **About swop**

The Shanghai World of Packaging has been jointly organised by Messe Düsseldorf Shanghai and Adsale Exhibition Services Co. Ltd. since 2015 and will be held annually from 2024. Under the umbrella brand of the interpack alliance, it covers the entire supply chain of the packaging industry. Its scope ranges from the production and processing of packaging materials to primary and secondary packaging and packaging printing.

### **About the interpack alliance**

The interpack alliance is comprised of Messe Düsseldorf events that are part of the Processing & Packaging portfolio. Exhibitors and visitors recognise the corresponding trade fairs by their umbrella brand logo, which is based on their counterpart interpack, the world's most important event for the packaging and related process industry. In addition to the eponymous flagship trade fair, swop (Shanghai World of Packaging), pacprocess India and food pex India (Mumbai, New Delhi), pacprocess MEA and Food Africa (Cairo), components (Düsseldorf) and indopack (Jakarta) are all part of the interpack alliance. In important growth markets, the interpack alliance addresses the target groups of food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods, with different focuses depending on the event.