

# swop 2015

No. of Visitors **22,626**

Visitors' Origins **77** countries and regions



Exhibitors would recommend the participation at this fair to other companies



Visitors will be directly involved in investment decisions



Visitors concluded the exhibition from good to excellent



Visitors concluded the quality and quantity of exhibitors from good to excellent

## Exhibitor & Visitor Statements

**Mr. Kai Büntemeyer,**  
KOLBUS GmbH & Co. KG, Germany

"swop is a very important part of our efforts to adapt to a more and more demanding clientele in China. Customers require complex solutions, not single machines. We have had some very promising contacts and even sold the tint of our new machines."

**Mr. He Jianfeng,**  
General Manager, Newamstar Packaging Machinery Co., Ltd., P.R. China

"We never expected that our intelligent warehouse system, for which we spent years building, would be so popular at swop. We had lots of visitors from the food, beverage and pharmaceutical industry that came to our booth and asked for our products. We never imaged such a run onsite."

**Mr. Taechamahapun,**  
Manager of Food Packaging Market Development of SCG Packaging, Thailand

"This is our first time visiting a packaging show in China and it is a great experience. We did find some potential business partners. Overall, it is a fruitful visit, and we will definitely come back for swop 2017!"

**Ms. Gou Chuanping,**  
Manager of TiangZhang Packaging Materials (Hangzhou) Co., Ltd., P.R. China

"Meeting and interacting with the familiar suppliers can help the company realise our own needs and acquire the latest trends and information of the industry. The scale and organiser services are highly appreciated and satisfying."

## 10<sup>+</sup> Concurrent Events

- 2015 ISPE-CCFDIE China conference
- FoodPex Seminar - Improve food safety, reduce food waste
- Future of packaging from the needs of brands
- PacPro Asia Seminar - cking and shopping trends in China
- Annual meeting held by www.ouryao.com - New GMP application seminar
- Yangtze River creative packaging seminar
- The 9<sup>th</sup> Chinese food and drug industry clean technology (Shanghai) forum
- Excipient seminar
- New degradable material for packaging
- Haida Source - Haier's supply chain new model

**Show Hours**  
2017.11.07-09 09:00-17:00  
2017.11.10 09:00-15:00

**Overall Layout Plan**



### CONTACT US

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# VISITOR INVITATION



# swop

PROCESSING & PACKAGING  
07<sup>TO</sup>10 NOVEMBER 2017  
**SHANGHAI**  
MEMBER OF INTERPACK ALLIANCE

ORGANIZED BY



# swop 2017

swop is the “must attend” event in the processing and packaging industry. It will not only meet current demands in the fields of food, beverages, confectionery, bakery, pharmaceuticals, cosmetics, non-food and industrial goods, etc. but also identify packaging trends of the future.



## Why Visit swop 2017

### Innovative

SAVE FOOD will debut in China during swop to discuss how to fight against global food loss and waste through innovative packaging. “components” and “innovationparc”, as two unique areas will exhibit machine parts, components, accessories and peripheral equipment and of components and auxiliaries for packaging means, and smart solutions of innovative packaging.

### Diversified

More than packaging exhibitions, the concurrent events will discuss industrial technology, information and share the packaging trends.

### Whole Value Chain

The entire value chain of packaging industry at one trade fair, which address processing, machinery and technology for the packaging of beverages, confectionery, bakery, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods; processing, machinery and technology for the packaging materials; packaging materials and products; logistic packaging.

### International

Occupying with 60,000m<sup>2</sup>, nearly 1,000 global leading manufacturers of processing and packaging machinery will be gathered and the national pavilion of Germany, Italy, Turkey, Spain and American will be expected to show.

### Perfect Business Travel Service

Shanghai as a main business hug, with good travel connection to China as well as Asia.

# swop 2017

## Special Theme



The initiative, SAVE FOOD, from the partners Messe Düsseldorf and the FAO, aims to drive innovations, promote interdisciplinary dialogue and spark debates in order to generate solutions, across the entire value chain “from field to fork” and make a contribution against global food losses. SAVE FOOD will debut in China during swop 2017 with a featured area and forum to share information with the public about food waste corresponding solutions through advanced processing and packaging technologies, innovative packaging materials and processing methods.

## Unique Areas

### innovationparc

innovationparc will display the most innovative packaging machines, materials and technologies. Visitors and exhibitors can meet here and exchange thoughts and work to develop visionary ideas on basic social, economic and ecological themes.

### Packaging Material and Products Zone

- Printing Packaging
- Packaging Design
- Plastic Packaging for Cosmetics and Daily Care
- Glass Packaging
- Paper & Label
- Paper Packaging
- Flexible Packaging Printing
- Metal Packaging

### components components

components will present all components up to complete systems and integrated automation solutions for the packaging industry. Exhibitors will showcase products and solutions from the following areas:

- Drive technology
- Control technology
- Sensor technology
- Industrial image processing
- Material handling technology
- Industrial software und communication
- Machine parts/components, accessories
- Peripheral equipment
- Complete automation systems
- Components / aids for packaging materials

# Exhibition Profile

- Processes and machinery for the packaging of food, beverages
- Processes and machinery for the packaging of pharmaceuticals, cosmetics
- Processes and machinery for the packaging of consumer goods, industrial goods
- Processes and machinery for the packaging of confectionery and bakery
- Packaging materials, packaging means and packaging production
- Machinery for producing & processing packaging materials
- Printing packaging components
- Smart / automated packaging
- Logistic packaging
- Packaging design
- Services

# Target Visitor

<b>Manufacturers of</b>
<b>Food</b>
• Meat
• Aquatic product
• Confectionery
• Bakery
• Fruits & Vegetables
• Dairy
• Ready meals
• Frozen food
• Liquid food
• Others
<b>Beverages</b>
• Wines & Spirits
• Dairy
• Non-alcoholic beverages
• Others
<b>Pharmaceutical</b>
• Medicines
• Health food
• Biological products
• Bulk drug/ pharmaceutical adjuvant
<b>Cosmetics</b>
• Personal care products
• Washing products
• Raw materials of daily chemical
<b>Non-food products</b>
<b>Industrial food</b>
<b>Packaging companies</b>
<b>Logistics and transport</b>
<b>E-commerce platform</b>
<b>Packaging printing/Converting / Label printing companies</b>
<b>Plastic products / pastic packaging manufacturers</b>
<b>Services</b>
<b>Others</b>

## How to Pre-register for free visitor badge?

A



Visit [www.swop-online.com](http://www.swop-online.com) to finish pre-registration!

B



Mobile (English)



Mobile (English)