Shanghai World of Packaging (swop) is jointly organized by Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd. It is the premier event in China that integrates the entire industrial chain of processing and packaging for end-user industries such as food, beverages, confectionery, bakery, pharmaceuticals, cosmetics, non-food and industrial goods. Together with innovative themes like SAVE FOOD China and the upgraded FMCG Future Zone, swop is the comprehensive platform not only meeting current demands for the entire supply chain but also identifying packaging trends for the future. Learn more at the swop official website www.swop-online.com.

**About swop**

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**Why Attend?**

- **Member of interpack alliance**
  - Based in the Asia Pacific region, benefits from the global promotion network and specialized resources
- **Diversified innovative themes**
  - SAVE FOOD China & FMCG Future Zone continue to shine
- **Insight for the future**
  - Over 10+ concurrent conferences for hot topics
- **Multi channel & targeted marketing solutions**
  - Expecting 30,000+ professional visitors

**Key Statistics**

- **30,000+** Wechat followers
  - Promotions targeted at professionals
- **100+** Industrial Media Partners
  - Comprehensive and in-depth promotion
- **50+** Promotional activities of global packaging and end-user industries
- **350,000+** Precise database
  - Targeted at end buyers in the world’s 8 largest industries
- **100+** Foreign and domestic associations & corporate buyer groups
  - Dig into procurement needs
- **6 million** Mainstream Media exposure
- **30,000+** Wechat followers
  - Promotions targeted at professionals
- **600 days** Commercial and trade matching platform
  - Real-time online seek of potential buyers
- **1.5 million** Multi-lingual EDM attracting potential buyers
swop 2019 Review

**Exhibition area** 60,000m²

**Exhibitors** 701 from 13 countries and regions

**Visitors** 25,193 from 77 countries and regions

91% Exhibitors intend to participate at swop 2021 in Shanghai

87% Visitors assess swop as extremely satisfying or satisfying

89% Exhibitors would recommend swop to other companies

88% Visitors assess the quality of exhibitors as extremely satisfying or satisfying

**Target Visitors**

- **Manufacturers of**
  - Food
  - Beverage
  - Bakery
  - Cosmetics
  - Non-food
  - Confectionery
  - Pharmaceutical
  - Industrial goods

- **Packaging companies**
- **Logistics and transport**
- **E-commerce platform**
- **Packaging printing / converting / label printing companies**
- **Plastic products / plastic packaging manufacturers**
- **Services**
- **Others**

**Exhibition Profile**

- Packaging machines and devices
- Packaging materials, packaging means, auxiliary packaging means and packaging production
- Machines and equipment for the production of confectionery
- Machines and equipment for the production of bakery products, snacks, and cereals
- Machines and equipment for the processing of other food products
- Machines and equipment for the production of pharmaceuticals and cosmetics
- Services

**Participation Cost**

- **Raw Space (min 24 sqm)**
  - RMB 2,200 per sqm x ______________ sqm ( __________ m x __________ m)

- **Shell Scheme (min 12 sqm)**
  - RMB 2,440 per sqm x ______________ sqm ( __________ m x __________ m)

(*FMCG Future Zone Excluded)

Contact us

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