

展后报告

Post Show Report



swop

PROCESSING & PACKAGING
07th-10 NOVEMBER 2017

SHANGHAI

MEMBER OF INTERPACK ALLIANCE

包装世界（上海）博览会

2017 · 11 · 07 - 10

中国 · 上海新国际博览中心

全球领先包装展 INTERPACK 联盟成员

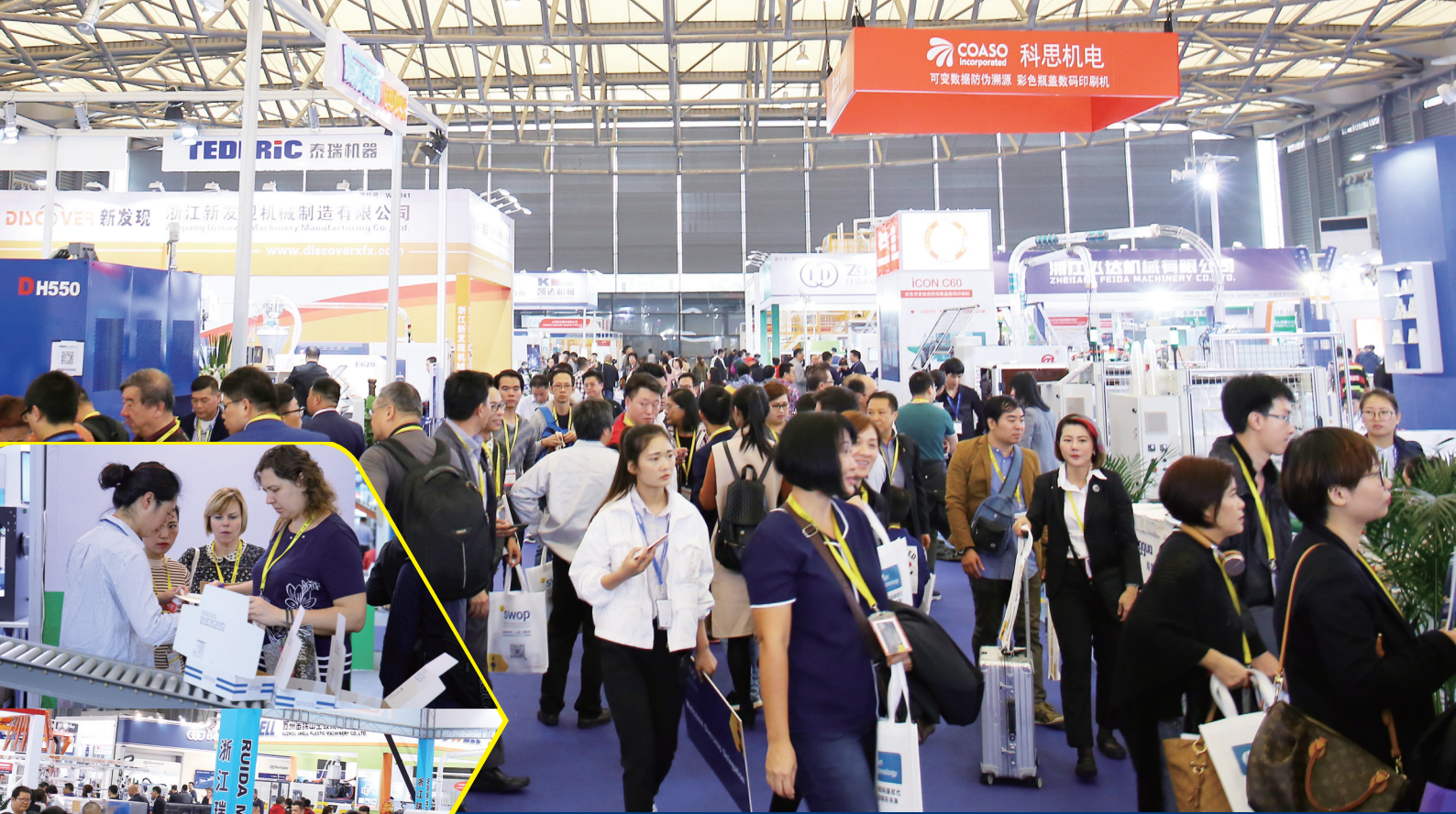
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主办单位 ORGANIZED BY





35,000m²

展示面积
Exhibition space

487 展商
Exhibitors

来自22个国家和地区
from 22 countries and regions

18,118 观众
Visitors

来自83个国家和地区
from 83 countries and regions

swop包装世界（上海）博览会是杜塞尔多夫展览（上海）有限公司及雅式展览服务有限公司强强联手共同主办之大型展览会。令人振奋的是，这是swop加入interpack联盟的首次亮相！与上届展会相比，这届展会充满了“创新”色彩，无论是展会内容、同期会议、还是展商展品。尤其是首秀中国的“SAVE FOOD 节约粮食”特别主题和全新升级的“快消品主题馆”广受好评。

Shanghai World of Packaging (swop) is organized by Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) and Adsale Exhibition Services Ltd. For the first time in 2017, swop was held as a member of the interpack alliance and was filled with many innovations, new content, concurrent conferences and exhibitor products compared to the last edition. In particular, the SAVE FOOD initiative, which made its debut in China and the newly upgraded "FMCG Future Zone" have been widely acclaimed.

SAVE FOOD 节约粮食



“SAVE FOOD节约粮食”倡议由联合国粮食及农业组织、杜塞尔多夫展览集团共同提出，在推出六年后，如今已发展成为拥有广泛基础的国际联盟，现有国际会员超过850名，涵盖相关行业、协会、非政府组织和研究机构等。该倡议是swop加入interpack联盟之后首秀中国的一个特别主题，以W2号馆的SAVE FOOD主题展专区和展会第二日的同期国际峰会双重形式亮相。

Six years since its introduction, the SAVE FOOD initiated by the Food and Agriculture Organization (FAO) of the United Nations and Messe Düsseldorf GmbH, organizer of interpack, has grown into a broad-based international coalition with more than 850 international members covering relevant industries, associations, non-governmental organizations and research institutions. SAVE FOOD premiered as a special theme at swop 2017 and was featured within the exhibition area in Hall W2 along with an international summit on the second day of the show.

主题展专区参展企业名单 Exhibitors in SAVE FOOD China Featured Area



SAVE FOOD China 高峰论坛 Forum

SAVE FOOD China高峰论坛吸引了食品行业近200名专业人士参与，大家对这场促进食品包装创新的新形式、新内容评价甚高。联合国粮农组织中国及朝鲜代表Vincent Martin受邀亲临现场，带来“通过创新和伙伴关系减少全球食物浪费”的精彩演讲。莫迪维克、陶朗、美国MOCON、厦门长塑、北京镭彩、普派、科汉森等企业分别从如何改善包装延长食品货架期的角度分享了真空贴体包装、分拣技术、气调包装检测设备、高阻隔BOPA、智能标签的最新产品和技术。

The SAVE FOOD Forum on the second day attracted nearly 200 visitors from the food industry interested in how to extend food shelf life through innovative packaging. Vincent Martin, China and North Korean representative from the UN Food and Agriculture Organization, was invited to visit the scene and deliver a speech on "Reducing global food waste through innovation and partnership." At the same time, "MultiFresh" skin packaging, sorting technology, modified atmosphere packaging testing equipment, high-barrier BOPA, smart labels and other cutting-edge products and technologies were shared by Multivac, TOMRA, The US MOCON, Xiamen Changsu, Beijing Lantsai, Printpack and Chr. Hansen.

此次展会同期举行的“快消品主题馆”备受大家欢迎。相较上届的“包装材料与制品专区”，“快消品主题馆”全新升级，在约10,000平方米的W3号馆中，有近200余家海内外知名的各类包装材料和制品生产商携最具创新的产品亮相展会。如RPC展出的WaveGrip罐装饮料集成包装解决方案和EasySnacking“走-着-食”包装解决方案。贝里展出的多项适用于食品、饮品、个人护理、医药行业的包装制品充分体现了高阻隔、轻量化、防开启、趣味性、绿色环保、定制化的包装趋势。国内最大的纸制品包装供应商深圳裕同现场展出的为《功夫茶》和《泸州老窖》等高端品牌指定的纸盒产品深受现场观众的欢迎。此次W3号馆人气爆棚，是主办方与“包装之家”——一家现已拥有500余家快消品会员企业的包装业界先锋的交流平台，达成长期战略合作的成功展示。



The FMCG Future Zone, a complete upgrade of the previous “Packaging Materials and Products Zone” this time, accommodated cutting-edge products from more than 200 well-known overseas and domestic manufacturers of various packaging materials and products on its 10,000m² in Hall W3, such as RPC’s WaveGrip integrated solutions for canned beverage and EasySnacking’s Eat-Go packaging solutions. Many packaging products suitable for food, beverage, personal care and the medical industry from Berry Plastics fully demonstrated the trend of high barrier, lightweight, open resistance, environmental protection and customization in packaging. Shenzhen Yutong, China’s largest paper packaging supplier, displayed its customized carton products for high-end brands such as, Kung Fu Tea and Luzhou Laojiao and won high acclaim. Hall W3 was swarmed with visitors, further proof that the long-term strategic cooperation between the organizer and Packaging Family, a pioneering packaging exchange platform with 500-plus FMCG members, was successful.



同期会议

Concurrent Events

- +++ 2017长三角快消品创意论坛
2017 Yangtze Delta FMCG Creativity Forum
- +++ 包装 智能 未来
Packaging Intelligence Future
- +++ SAVE FOOD China 高峰论坛
SAVE FOOD China Forum
- +++ “包装之家”——“包装创新、绿色包装、跨界包装”三大主题论坛
"Packaging Innovation, Green Packaging, Packaging Transboundary" by "Packaging Family"

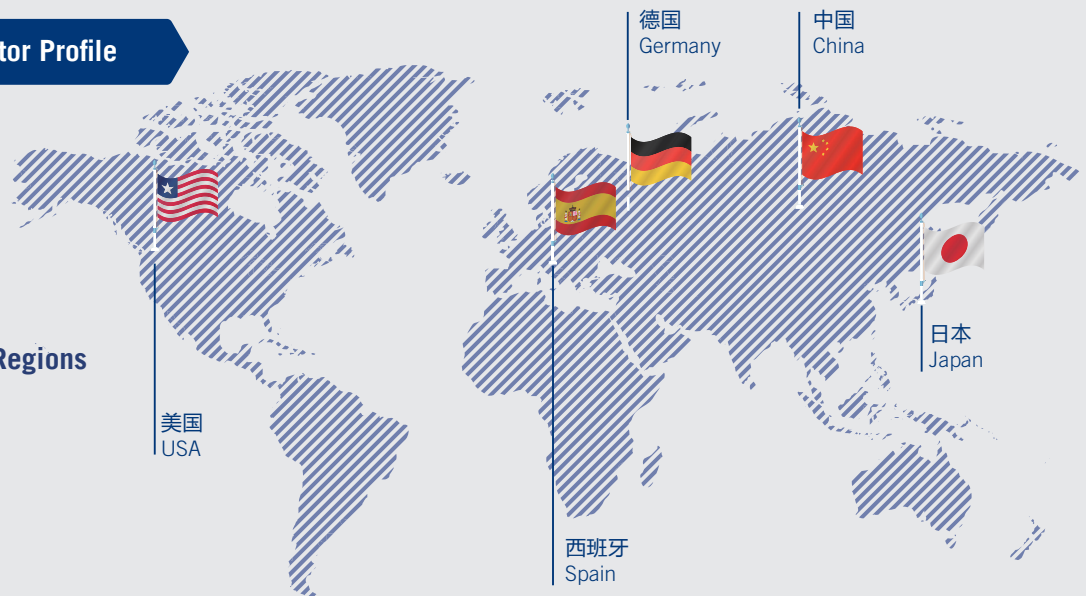
- +++ 仓库物流作业优化” & “包装成本降低与运输包装改善”深入解析电商包装
"Logistic & Warehouse Optimization" and "Package Cost Reduction & Improvement"



展商资料

Exhibitor Profile

主要参展国家和地区 Main Exhibiting Countries / Regions



展商评价

Exhibitor Feedback



展商计划参加 swop 2019
Exhibitors intent to participate at swop
2019 in Shanghai



展商会向其他公司推荐本展会
Exhibitors would recommend swop to
other companies

杨琳女士 – 恩格尔机械（上海）有限公司市场主管，
中国

“这是ENGEL第一次参加swop，对我们来说这是一次尝试。我们获得了一些有趣的讨论，也在swop遇到了许多潜在客户。我们还会继续参与，下一次可能还会带来我们的全系统设备展示。”

Ms. Lydia Yang, Marketing Supervisor, Engel Machinery
(Shanghai) Co., Ltd., China

"This was our first time participating at swop and it was a kind of experiment for us. The flow of people was fine, but we had some interesting discussions, and met a lot of potential customers. We will participate next time and may bring with a full system equipment for exhibition."

陈列平 – 德马格塑料机械（宁波）有限公司
副总经理，中国

“swop 2017给我的印象是有很多专业的业内观众来参加，我们的客户很多都到场支持，让我们印象很深刻，亦有一些客户在场商讨购买事宜。对于中国未来的包装市场前景，我们也是觉得非常好的，因为随着消费群提升，对包装的要求亦会愈来愈大，亦有更多新的设计来丰富我们的包装。”

Mr. Richard Chen, Deputy General Manager
of Demag Plastics Group, China

"We were deeply impressed that there are many professional visitors in the industry at swop 2017. Many of our customers were present at swop as well. Numerous customers were there to discuss purchases and cooperation with us. We also feel very good about the future of China's packaging market. As the consumer base expands, the demand for packaging and the style of design will increase accordingly."

吴娟 – 莫迪维克（上海）贸易有限公司亚洲市场经理
& 市场与销售支持总监，中国

“swop 作为interpack的联盟展，是一站式加工和包装解决方案的资源平台，开展两年来，莫迪维克均有参展。今年展会前期，主办方通过各大行业媒体渠道做了各类宣传，提高了展会知名度的同时，也助推了展商品牌。此次展会上，我们接洽了一些行业内有意向的客户。作为SAVE FOOD高峰论坛参与员之一，莫迪维克与业内知名食品加工和包装领域展商，共同探讨了如何抵抗食品损失和浪费，现场反响热烈。”

Ms. Julia Wu, Marketing Manager Asia & Director Marketing
& Sales Support, MULTIVAC (Shanghai) Trading Co., Ltd., China

MULTIVAC has been one of the important exhibitors since swop launched in 2015. Compared with 2015, more effort has been put into promotion by the organizer. During show, we received some packaging inquiries from industry customers. As member of the SAVE FOOD China Forum, MULTIVAC probed further into the topic of how to reduce food loss and waste, together with leading food processing and packaging exhibitors. The feedback was rather positive.

Dr. Sven Breitung – 德国机械设备制造业联合会
VDMA印刷和纸张技术贸易展和研究部，德国

“swop是德国从事包装生产机器制造商的其中一个值得到访的展会，当中德国企业对德国制造的质量承诺感到非常高兴。这次swop 2017展览组织完美，真正展示了‘swop’这个词的含义 – 由包装材料到智能包装的世界。”

Dr. Sven Breitung, Trade Fairs and Research of Printing
and Paper Technology, VDMA, Germany

"Generally swop is the no.1 market for German machine manufacturers which work in packaging production. The German companies are happy about the attraction of the quality promise made in Germany at swop 2017. The perfectly organized trade fair really shows what the word 'swop' means – the World of Packaging from packaging materials to smart packaging in one show."

观众资料

Visitor Profile

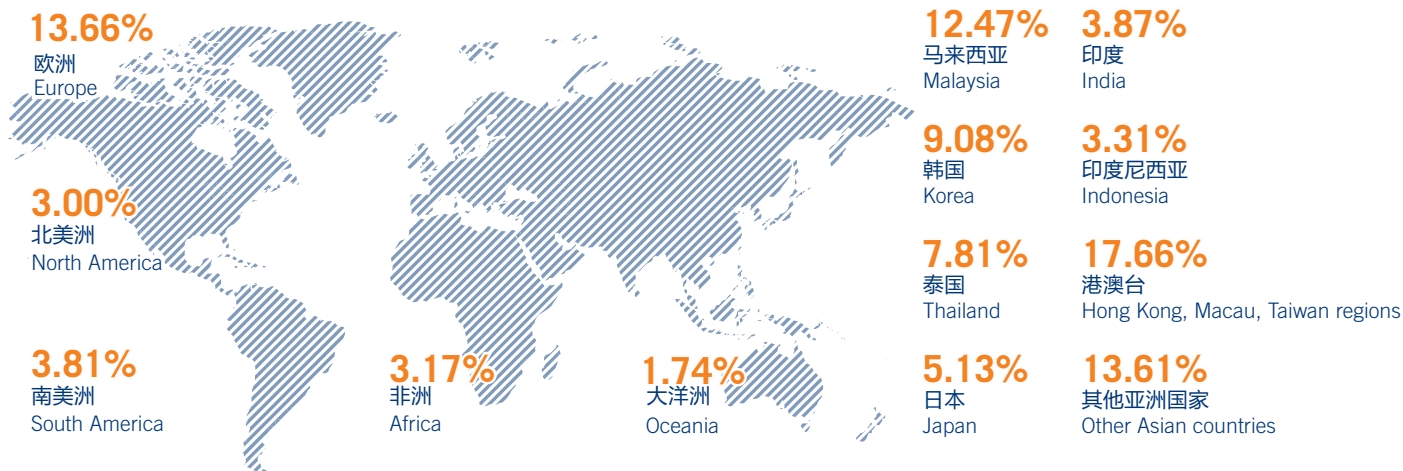
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本地买家团
Local delegations

海外买家团
Overseas delegations

海外观众地区来源 Regional Breakdown of Overseas Visitors

参观团 Buyer Delegations



观众评价

Visitor Feedback

87%

观众对展会的总体评价
为非常满意或满意
Visitors assess swop as good
or excellent

81%

观众对展商的质量表示为非常
非常满意或满意
Visitors assess the quality of
exhibitors as good or excellent

Sunny Hajatri, Canada's Pride Printing Co., 经理, 加拿大

“参展商的质量非常好，这次我来swop是希望寻找包装机械来扩大我的印刷业务至包装业务。我很高兴能在展会上找到许多相关的展品，我已经现场向供应商订购了价值10万美元的机器，收获良好，所以我一定会在2019年再次参观展会！”

Sunny Hajatri, Manager, Canada's Pride Printing Co., Canada

"The quality of the exhibitors is very good and I came to look for packaging machinery to expand my printing business to packaging business. I'm glad that I can find many relevant exhibits at the show. I have ordered (\$100,000) worth of machinery from the suppliers on site and will definitely visit the show again in 2019!"

泰国包装协会, 泰国

“这是我们第一次参观swop，肯定的是我们一定会在2019年再次参观swop。我们参观了W1, W2及W3展馆，现正跟有关生产纸杯及盖子的展商联络。就我个人而言，我认为这个展览会对于我的业务发展很有用处，帮助很大，我一定会建议我的朋友在2019年到swop参观。”

The Thai Packaging Association, Thailand

"This was our first time attending swop and for sure that we need to go again in 2019. We visited W1, W2 and W3 during the show period. We are now in contact with exhibitors for paper cups and lids. In my opinion, this exhibition is useful for my business a lot, and I will suggest my friend to visit swop 2019 too."

徐菠, 科研中心供应链包材采购经理, 丝宝集团, 中国

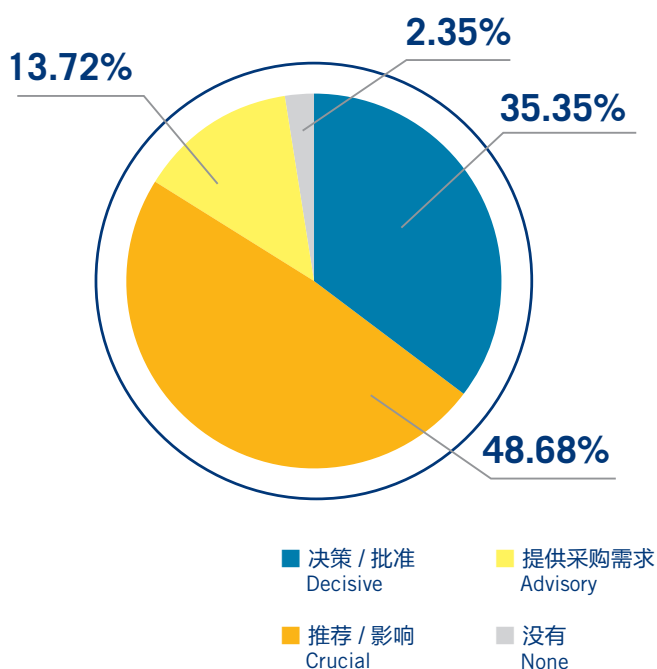
“在这次展会我有看到一些新的玻璃，软管上的新品，包括适合精华类、眼霜的包装产品，这些都是我们目前想要开发的产品上所需要寻找的一些包材。一些新的供应商，例如丽星，让我们看到很多新包材、新设备，获益良多。比起15年，我们看到更多更专业的信息。另外，我也有参加swop的同期会议，提供了更加前瞻型的包装市场信息，有效帮助开发商抓紧最新市场信息，一定会再出席 swop 2019！”

Bobo Xu, Packaging Purchasing Manager, C+D Center SCM BU of C-Bons, China

"My main purpose in visiting swop 2017 was to find packaging materials and equipment, such as production of cans as well as to find suppliers for our new planning products for 2018-2019. We mainly produce daily chemicals and cosmetic products like skin care products, so I came to find the related packaging. I found some new glass and hose packaging for essence and eye cream. They are exactly what I need for our new products. I also met some suppliers with innovative products like Beauty Star. Compared with the last edition, suppliers are more professional. In addition, I have attended concurrent events and learned many of the latest packaging market news. I will definitely visit swop again in 2019!"

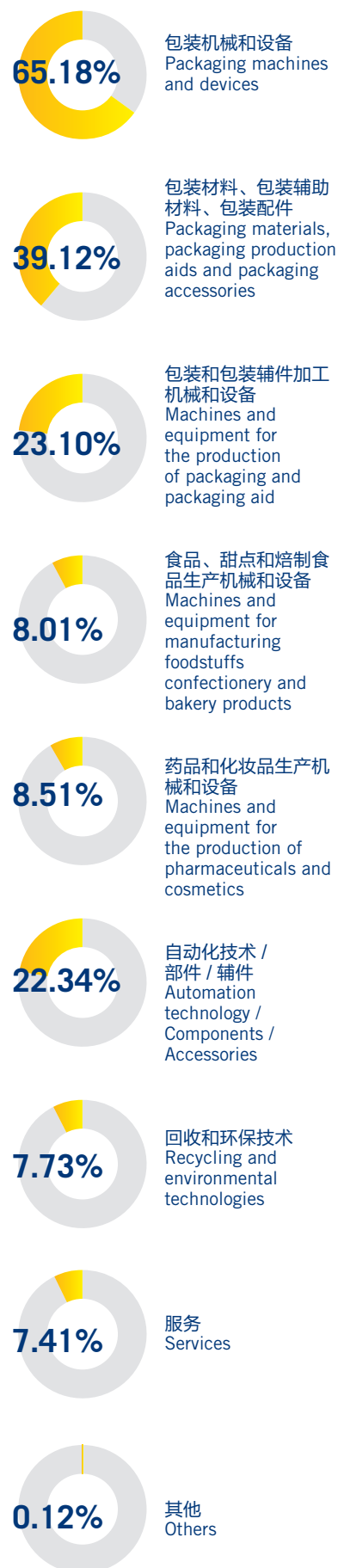
观众采购决策影响力

Breakdown of Visitors Involved in Investment



按照感兴趣的展品分类

Breakdown of interesting Exhibits



按照行业类别分类

Breakdown of Visitors' Industries





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