

CHECK-IN
NOW!



swop

PROCESSING & PACKAGING
23^{TO} 25 NOVEMBER 2021

SHANGHAI

MEMBER OF INTERPACK ALLIANCE

WWW.SWOP-ONLINE.COM

Organized by:

ADSALE 雅式® ufi
Member


Messe
Düsseldorf
Shanghai

As a member of interpack alliance, swop benefits from its international network of exhibitions in the packaging and processing industry. swop displays the development trend of the intelligent, integrated, personalized and environmentally friendly packaging industry. It covers eight key industries including food, beverages, sweets, bakery, pharmaceuticals, cosmetics, non-food and industry and integrates the entire packaging industry chain into a one-stop comprehensive business platform.

Hot Topics:

Expected in swop 2021:

35,000 Professional Buyers

65,000 Exhibition Area (m²)

900 Exhibitors



swop Review



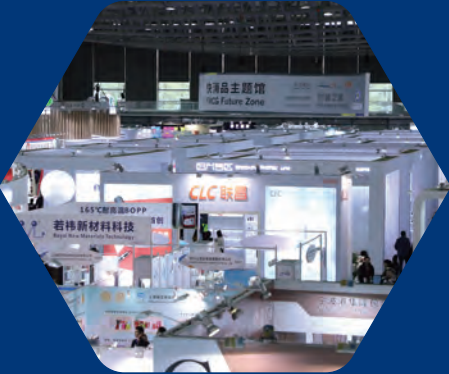
Five Featured Areas

SAVE FOOD

SAVE FOOD is a joint international initiative launched by the Food and Agriculture Organization of the United Nations (FAO) and Messe Düsseldorf GmbH, with the goal to fight global food loss and waste. SAVE FOOD aims to promote dialogue through a global network of business, politics and research, and help to develop solutions across the entire food value chain. SAVE FOOD will once again participate in swop 2021 with forums in the featured areas, showing how to reduce food loss and waste through advanced processing and packaging technology, innovative packaging materials, and processing methods throughout the industry chain.



- High Barrier Films
- Sterilization Technology
- Detection Technology
- Vacuum Packaging Technology
- Refrigeration Technology
- Modified Atmosphere Packaging Technology



FMCG Future Zone

China's FMCG B2B market in 2022 will maintain the growth momentum of the industry driven by regional market expansions, and the scale of transactions will reach RMB442.8 billion. For many manufacturers of packaging materials and products, the FMCG packaging market has unlimited business opportunities. swop 2021 will once again partner with PKG Family for the FMCG Future Zone to build an efficient communication channel and exchange platform, create the most valuable FMCG industry chain ecosystem, gather industry leaders, and provide the best professional resources.

- Packaging Materials
- Packaging Design
- Packaging Containers
- Glass Packaging
- Plastic Packaging
- Paper Packaging
- Metal Packaging
- Flexible Packaging Printing

Strategic Partnership



Smart Packaging Zone

The global smart packaging market will grow at a compound annual growth rate of nearly 8%. China's smart packaging market is expected to exceed RMB200 billion by 2023. With the arrival of the IoT era in China, the trend towards smart packaging in various fields of consumer goods such as food, cosmetics and pharmaceuticals is gaining steam. The Smart Packaging Zone will comprehensively showcase smart packaging in terms of functional materials, smart structures and information-based approaches and related technical applications.

- Smart Packaging Solutions
- Complete Packaging Systems
- Coding and Identification Technology
- Packaging Inspection Technology
- Freshness Preservation Technology
- Packaging IoT Technology
- Portable Packaging Technology
- Food Safety Traceability Technology
- Water-soluble Film Packaging Technology



Packaging Printing and Labeling Zone

China has surpassed the U.S. to become the world's largest packaging printing market. In the future, packaging printing will develop in five areas: smart packaging, green packaging, digital packaging, small-sized packaging, and personalized customization. The Packaging Printing and Labeling Zone will bring the major packaging printing providers and all types of end users together to showcase the latest printing and labeling equipment and technologies used in the packaging industry.

- Offset, Flexo, Gravure and Other Printing Equipment
- Post-press and Paper Processing
- Screen Printing and Other Special Printing Equipment
- Paper, Ink, Consumables and Other Materials
- Prepress and Digital Printing
- Components, Accessories and Services
- Paper Box Packaging
- Carton Packaging
- Labels

Packaging Material/Container Production and Flexible Packaging Zone

As a display platform for the whole packaging industry chain, swop presents the latest technologies from the production of packaging material and containers. This includes single material, composite material, hard packaging, flexible packaging and green environmental protection made of new materials. The Packaging Material/Container Production and Flexible Packaging Zone will focus on the display of packaging material, container packaging and soft packaging of new materials and products to showcase the latest developments in the field of packaging material.

- Accessories and Supporting Software
- Glass Blowing Technology
- In-mold Labeling Technology
- Paper Cup/Plastic Molding Equipment
- Molding Technology
- Granulation and Recycling Technology
- Bag-making Technology
- E-commerce, Logistics Packaging and Packaging Solutions



Target Visitors (visitors from the following industries):

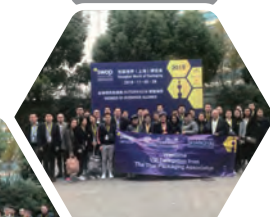


Buyers from 77 Countries and Regions



Including:

- China
- Malaysia
- Philippines
- Korea
- Japan
- Russia
- India
- UAE
- U.S.A
- Indonesia
- Taiwan (China)
- HongKong (China)
- ...



Visitors from Top End-buyer Companies and Industry Associations

CHENGUANG PRINTING
 DEPPON EXPRESS
 UNI-PRESIDENT
 JINGHUA TAPE
 PHARMTECH
 INOHERB
 Johnson & Johnson
 Springfield Botanic
 Bright Dairy & Food
 RR Donnelley Asia
 Want Want China
 SIG Combibloc
 Lee Kum Kee
 Master Kong
 Goodbaby

Coca-Cola
 PepsiCo
 YINONG
 COFCO
 NIVEA
 PROYA
 OPPLÉ
 Mondelēz
 Lenovo
 Unilever
 Wahaha
 Colgate
 Aptar
 Dewo
 ...



Scope of Exhibits

- Processing & Packaging Machinery for Food & Beverages
- Processing & Packaging Machinery for Pharmaceuticals, Cosmetics and Daily Care Products
- Processing & Packaging Machinery for Non-food Consumer & Industrial Goods
- Processing & Packaging Machinery for Confectionery & Baked Goods
- Packaging Materials, Packaging Means and Final Goods
- Packaging Production
- Packaging Printing
- Components for Processing & Packaging
- Smart Packaging and Automation Technology
- E-commerce / Logistic Packaging
- Packaging Design
- Services

Exhibitors List of swop 2019 (Partial)



(* In no particular order)



EXHIBITORS
ASSESSING
swop AS
SATISFYING: **90%**

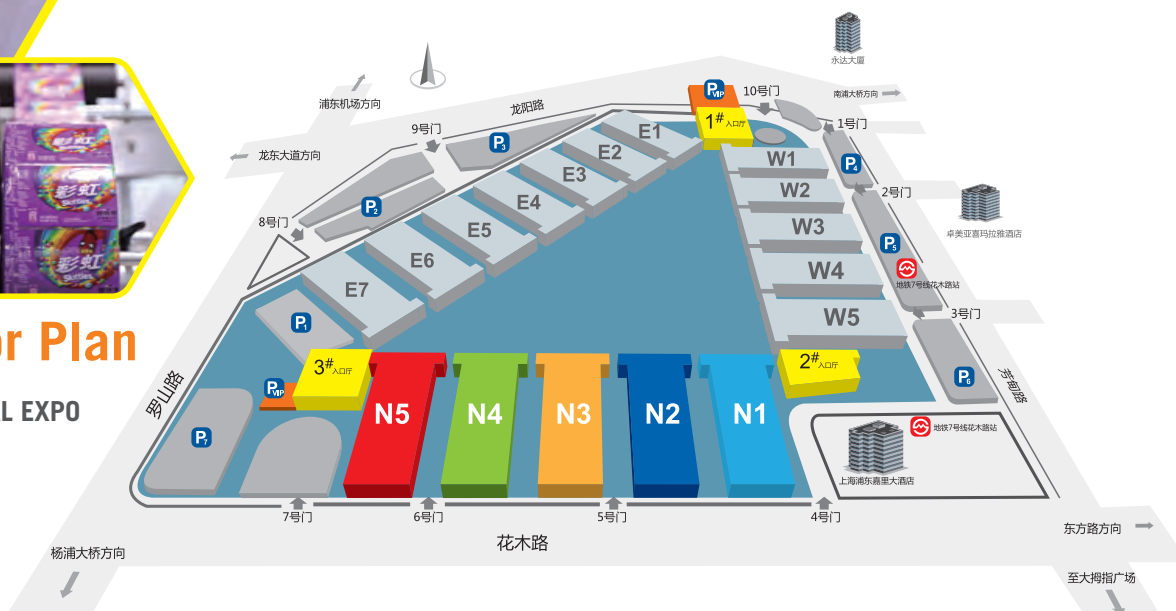
INITIATING NEW
BUSINESS RELATIONS/
EXHIBITORS MEETING
NEW CLIENTS: **75%**



swop 2021 Floor Plan

SHANGHAI NEW INTERNATIONAL EXPO CENTRE (SNIEC)

No.2345 Longyang Road,
Pudong New District,
Shanghai, China



CHINESE PACKAGING MARKET

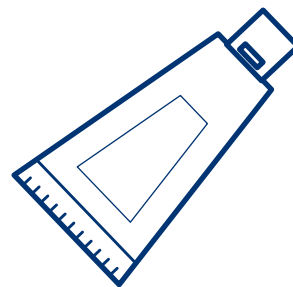
IN TERMS OF INDUSTRIAL POLICIES AND TECHNOLOGY, CHINA IS NOW ONE OF THE MOST IMPORTANT COUNTRIES IN THE WORLD. IT HAS SECURED ITS POSITION IN THE ECONOMIC POWER STRUCTURE WITH HIGH INVESTMENTS IN ARTIFICIAL INTELLIGENCE, ROBOTICS AND DIGITIZATION, AMONG OTHERS.

Chinese products compete globally now. In the field of mobile communications, China has long taken the lead. With the “Made in China 2025” initiative, the country aims to become a global player in other sectors, too. Some view the rise of the People’s Republic of China as a challenge. Currently, the most substantial consequence is the trade war between the old global power, the USA, and this new global power with punitive tariffs, export restrictions and sanctions. Europe is caught in the middle.

Even though the trade policy dispute is making international business extremely difficult with and for China, the FMCG packaging market, among others, offers manufacturers of packaging materials and products tremendous opportunities.

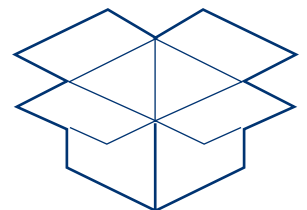
In the past years, China has invested heavily in digitization, robotics and artificial intelligence. In 2018, the Chinese FMCG B2B industry achieved a total transaction volume of more than **RMB 20 trillion**, which equates to more than **USD 3.1 billion**. By 2020, this is expected to increase to around **RMB 391.6 billion** (56.98 billion USD). This shows that products Made in China are increasingly recognized as competitive solutions on a global level.

6.8% CAGR
IN THE PACKAGING INDUSTRY
UNTIL **2023**



8% CAGR
FLEXIBLE PACKAGING
FROM **2018-2022**

4.5% CAGR
PAPER AND CARDBOARD
PACKAGING IN **2018**



2.3 TRILLION USD
INCREASE OF CONSUMER
EXPENDITURES IN CHINA
FROM **2015-2020**

* CAGR: Compound Annual Growth Rate



swop

PROCESSING & PACKAGING
23^{TO} 25 NOVEMBER 2021
SHANGHAI
MEMBER OF INTERPACK ALLIANCE

WWW.SWOP-ONLINE.COM

CONTACT

Messe Düsseldorf GmbH
Messeplatz
Stockumer Kirchstraße 61
40474 Düsseldorf
Germany

Ms. Katja Tünnissen
Phone: +49 211 4560 615
Fax: +49 211 4560 87482
Email: TuenissenK@messe-duesseldorf.de

FOREIGN REPRESENTATIVES

BRAZIL:

Emme Intermediação de negócios Ltda
Alameda dos Maracatins, 1217 cj 701
04089-014 Sao Paulo
Ms. Malu Sevieri
Phone: +55 11 23 65 43 13
malusevieri@emmebrasil.com.br
www.emmebrasil.com.br

CANADA:

Canadian German Chamber of Industry and
Commerce Inc.
480 University Avenue, Suite 1500
ON M5G 1V2 Toronto
Mr. Stefan Egge
Phone: +1 416 598 15 24
Mobile: +1 416 723 18 40
messeduesseldorf@germanchamber.ca
www.kanada.ahk.de

CHINA:

Messe Düsseldorf (Shanghai) Co., Ltd.
Units 307-308, Tower 1, German Centre
for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park,
Pudong, Shanghai 201203
Mr. Allan Wang
Phone: +86 21 61 69 83 81
Mobile: +86 136 01 81 19 85
allan.wang@mds.cn
www.mds.cn

CZECH REPUBLIC:

Veletrhy Brno, a.s.
Vystaviste 405/1, 60300 Brno
Ms. Hana Nemynárová
Phone: +420 5 41 15 29 21
Mobile: +420 60 25 74 813
hnemynarova@bvvcz
www.bvvcz

DENMARK:

INTERMESS ApS
Rådhusvej 2, 2920 Charlottenlund
Mr. Jesper Uldall
Phone: +45 45 50 56 55
Mobile: +45 20 82 56 55
uldall@intermess.dk
www.intermess.dk

FRANCE:

PROMESSA SARL
3, rue de la Louvière
78120 Rambouillet Cedex
Mr. Frédéric Kretzer
Phone: +33 1 34 57 11 44
Mobile: +33 6 76 61 22 33
frederic.kretzer@promessa.com
www.promessa.com

HUNGARY:

BD-EXPO KFT.
MAROS U. 12. Building, 1122 Budapest
Ms. Sylvia Máté
Phone: +36 1 34 60 273
Mobile: +36 20 97 79 953
S.Mate@bdexpo.hu
www.bdexpo.hu

INDIA:

Messe Düsseldorf India Pvt. Ltd.
Centre Point Building, 7th Floor,
S.V. Road, Santacruz (West)
Mumbai 400 054
Mr. Sharukh Khan
Phone: +91 22 66 78 99 33 104
khans@md-india.com
www.md-india.com

INDO ASIA (MALAYSIA, THAILAND, SINGAPORE, PHILIPPINE, INDONESIA):

Messe Düsseldorf Asia Pte. Ltd.
3 HarbourFront Place #09-02 HarbourFront
Tower Two
099254 Singapore
Ms. Linda Tan
Phone: +65 63 32 96 43
lindatan@mda.com.sg
www.messe-duesseldorf.de/MDA

ITALY:

Honegger Gaspare S.r.l.
Via Francesco Carlini, 1
20146 Milano
Ms. Elena Cerana
Phone: +39 02 4779 1449
Mobile: +39 02 4895 5518
cerana@honegger.it
www.honegger.it

KOREA:

Rheinmesse Co., Ltd.
2F, 1, UN Village-gil Yongsan-gu
140-884 Seoul
Mr. Jimmy Kim
Phone: +82 2 79 84 102
jimmykim@rmesse.co.kr
www.rmesse.co.kr

MEXICO:

Deinternational de Mexico S.A. de C.V. German
Centre - Centro Aleman Oficina 1-4-10
Av. Santa Fe 170, Lomas de Santa Fe
01210 Mexico D.F.
Ms. Yara Vazquez
Phone: +52 55 15 00 59 00
yara.vazquez@deinternational.com.mx
www.mexiko.ahk.de

NIEDERLANDE:

Fairwise B.V.
Verlengde Tolweg 2 A
2517 JV Den Haag
Ms. Sophia Kartomo
Phone: +31 70 35 01 100
S.Kartomo@fairwise.nl
www.fairwise.nl

POLAND:

A.S. Messe Consulting Sp. z o.o.
ul. Kazachska 1/57
02-999 Warszawa
Ms. Agnieszka Strzelczyk-Walczak
Phone: +48 22 85 52 490
Mobile: +48 601 23 18 83
targi@as-messe.pl
www.as-messe.pl

RUSSIA (INCL. BELARUS)

000 Messe Düsseldorf Moscow
Ul. Timura Frunze, 3 bld. 1
119021 Moskau
Ms. Ekaterina Shvetc
Phone: +7 495 95 59 199 628
Mobile: +7 909 956 72 63
ShvetcE@messe-duesseldorf.ru
www.messe-duesseldorf.ru

SLOVENIA:

Svet sejmov d.o.o.
Ulica Rozke Usenik 10
1210 Ljubljana - Sentvid
Mr. Andrej Prpic
Phone: +386 1 51 31 480
Mobile: +386 41 64 73 25
andrej.prpic@sejem.si
www.sejem.si

SLOWAKIA:

ALFAcon s.r.o.
Lubos Podolsky
Dobinského 18, 81105 Bratislava
Mr. Lubos Podolsky
Phone: +421 2 52 62 12 32
Mobile: +421 903 29 64 96
podolsky@alfacon.sk
www.alfacon.sk

SPAIN:

EXPO- Düsseldorf Espana, S.L.
C./ Fernando Garrido, 6 - Local
28015 Madrid
Mr. Olivier Hubing
Phone: +34 91 59 44 586
Mobile: +34 629 85 06 93
hubing.o@expoduesseldorf.com
www.messeduesseldorf.es

SWITZERLAND:

mas-concept AG
Neugasse 29
6300 Zug
Mr. Norbert Schmidt
Phone: +41 41 71 118 00
Mobile: +41 79 93 66 815
norbert.schmidt@mas-concept.ch
www.mas-concept.ch

TAIWAN:

Kaigo Co., Ltd.
8F-3, No. 9 Dehuei Street
10461 Taipei
Ms. Regina Hsu
Phone: +886 2 25 95 42 12
reginahsu@kaigo.com.tw
www.kaigo.com.tw

TURKEY:

Tezulas Fuar Danismanlik Hizmetleri Ltd. Sti.
Bagdat Cad. No: 181/6
34730 Cifttehavuzlar Kadiköy / Istanbul
Ms. Sule Öztas
Phone: +90 216 38 56 633 16
oztas@tezulas-fuar.com
www.tezulas-fuar.com

UKRAINE:

Expo Alliance Ltd.
Yevhena Sverstyuka str. 23 office 1203 2002
Kiev
Mr. Alexey Belyi
Phone: +380 44 49 05 327
Mobile: +380 50 414 70 54
a.beliy@expoalliance.ua
www.expoalliance.ua

UNITED KINGDOM:

International Trade Shows Link Ltd. Exhibition
House
12 Hockley Court
Solihull, West Midlands B946NW
Ms. Laura Hepworth-Bond
Phone: +44 15 64 78 18 70
laura@itsluk.com
www.itsluk.com

USA:

Messe Düsseldorf North America
150 North Michigan Avenue
Suite 2920
Chicago, IL 60601
Mr. Ryan Klemm
Phone: +1 312 62 15 832
rklemm@mdna.com
www.mdna.com



Messe
Düsseldorf