



2021·11·23 - 25
China-Shanghai New International Expo Center
www.swop-online.com

350,000⁺
Precise database
Targeted at end buyers
in the world's 8
largest industries

About swop

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.



100⁺
Foreign and domestic
associations & corporate
buyer groups
Dig into procurement needs



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

6 million⁺
Mainstream
Media exposure



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



Follow Us



600 days⁺
Commercial and trade
matching platform
Real-time online
seek of potential buyers



Accumulative
1.5 million⁺
Multi-lingual
EDM attracting
potential buyers



swop 2019 Review

60,000m²

Exhibition area

701 Exhibitors

From 13 countries and regions

25,193 Visitors

From 77 countries and regions

91%

Exhibitors intend to participate at swop 2021 in Shanghai

87%

Visitors assess swop as extremely satisfying or satisfying

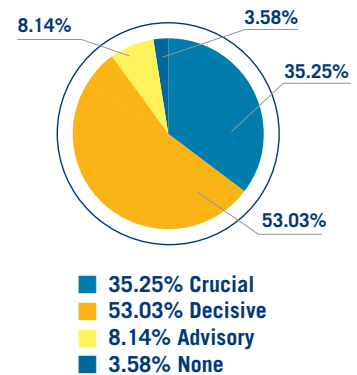
89%

Exhibitors would recommend swop to other companies

88%

Visitors assess the quality of exhibitors as extremely satisfying or satisfying

Breakdown of Visitors Involved in Purchasing Decisions



Target Visitors



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



Messe Düsseldorf GmbH

+49 211 4560 615

+49 211 4560 87482

tuennissenk@messe-duesseldorf.de



Messe Düsseldorf (Shanghai) Co., Ltd.

+86 21 6169 8388/8317/8363/8353

+86 21 6169 8301

swop@mds.cn



Adsale Exhibition Services Ltd.

+852 2811 8897 / +86 21 5187 9766

+852 2516 5024 / +86 21 6469 3665

swop@adsale.com.hk