

CHECK-IN  
NOW!



# swop

PROCESSING & PACKAGING  
25<sup>TO</sup>27 NOVEMBER 2025

## SHANGHAI

member of interpack alliance

包装世界（上海）博览会  
2025 · 11 · 25 - 27  
中国 · 上海新国际博览中心  
全球包装展interpack联盟成员

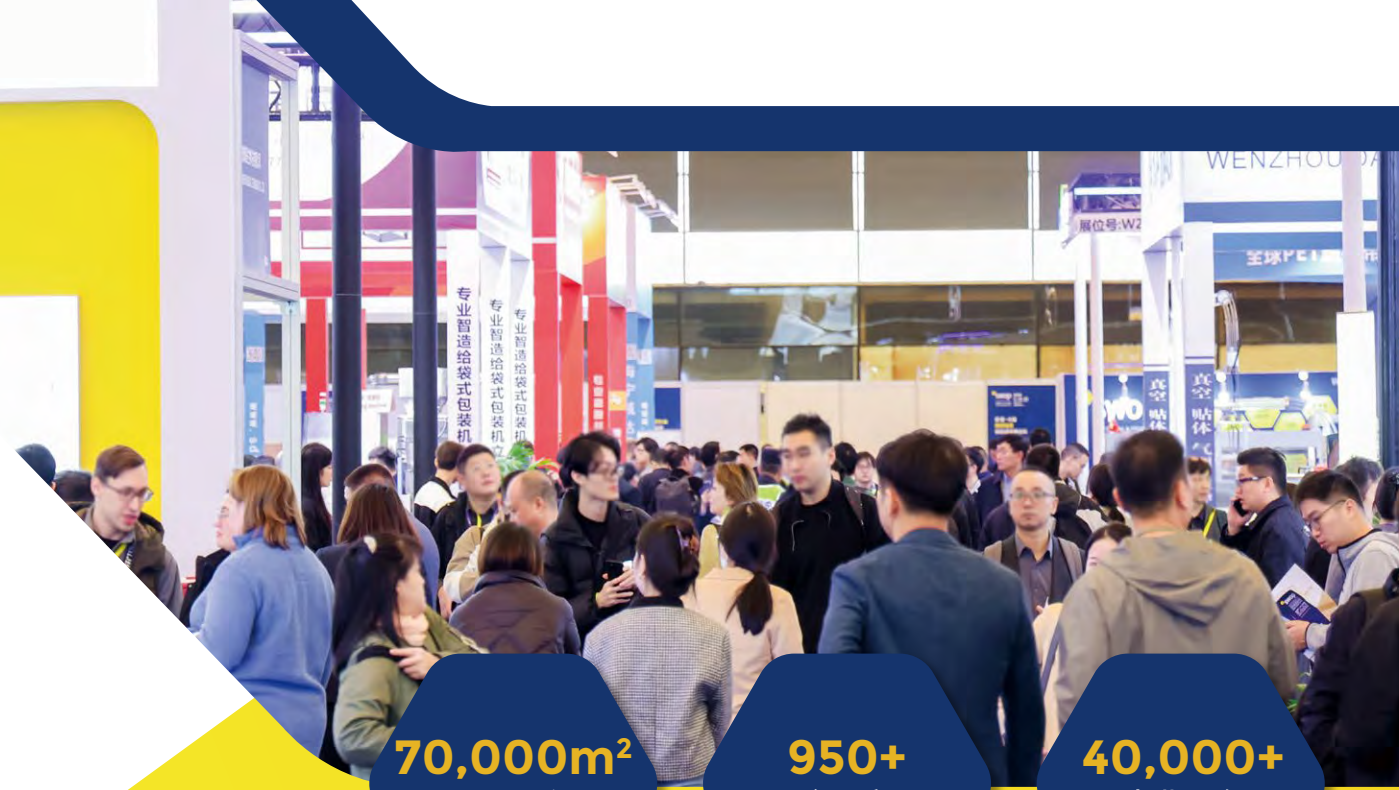
主办单位  
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雅式展览服务有限公司  
Adsale Exhibition Services Ltd.



杜塞尔多夫展览（上海）有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd



**70,000m<sup>2</sup>**  
展示面积  
Exhibition Space (m<sup>2</sup>)

**950+**  
参展商  
Exhibitors

**40,000+**  
专业观众  
Visitors

**2025年展会预期规模**  
Forecasted in swop 2025



作为全球知名的加工与包装机械展览会 interpack 联盟的一员——包装世界（上海）博览会（Shanghai World of Packaging，以下简称“swop”）充分受益于 interpack 展会的国际推广网络和专业资源，致力于打造贯穿全产业链的一站式加工及包装解决方案的采购平台，集中展示包装行业新设备、新材料、新技术、新设计等。

随着全球消费市场的扩大和技术的迭代更新，包装行业已经成为经济增长的龙头行业之一，并逐渐向专业化、智能化、环保化和可持续化发展。swop 包装世界（上海）博览会作为包装行业的年度盛会，依托其国际化优势，必将更好地引领包装行业的发展和壮大！

As a member of the interpack alliance, Shanghai World of Packaging (swop) benefits from its international network of exhibitions in the packaging and processing industry. It utilizes a global promotion network and professional resources. swop serves as a one-stop procurement platform for the packaging industry, showcasing new equipment, materials, technologies, and designs across the entire industry chain.

With the expansion of the global consumer market and the development of technological updates, the packaging industry has become a major driver of economic growth. The industry is witnessing increased specialization while focusing on intelligence, environmental protection, and sustainability. Starting in 2024, the annual event aims to support the development and growth of the packaging industry by leveraging its global advantages.





## 热点话题 Hot Topics

- 人工智能
- 智能包装
- 包装设计
- 印刷标签
- 创新包装材料

- 可持续包装
- 数字化
- 前沿包装技术
- 包材容器生产
- 包装轻量化

- 双碳新时代
- 自动化
- 加工与包装零部件
- 电商及物流包装
- 个性化包装

- Artificial Intelligence
- Smart Packaging
- Packaging Design
- Printing and Labeling
- Innovative Packaging Materials

- Sustainable Packaging
- Digitalization
- Cutting-edge Packaging Technology
- Package Container Production
- Packaging Light-weighting

- Green Power
- Automation
- Processing and Packaging Components
- E-commerce and Logistics Packaging
- Personalized Packaging



## 「展会亮点 Highlights」

### 智造包装, 共塑未来 Smart Packaging for Future



- 食品加工及包装机械  
Processing & Packaging Machinery for Food
- 塑料&纸包装容器生产设备  
Production Equipment for Plastic and Paper Packaging Containers
- 一次包装设备  
Primary Packaging Machinery
- 后道包装设备  
Secondary Packaging Machinery
- 自动化技术  
Automation Technology
- 智能包装设备系统集成商/软件商  
Smart Packaging Equipment System Integrator / Software Provider
- 防伪包装技术  
Anti-counterfeit Packaging Technology
- 智慧工厂及大数据  
Smart Factory and Big Data
- 产品标识技术  
Product Marking Technology

swop 2025 将推出“智能生产包装主题专区”，为提供智能化、自动化、数字化包装设备及技术的企业提供专业的商贸交流平台。专区将汇聚从零配件到解决方案的包装智能设备，助力企业达到降本增效。

swop 2025 will introduce the “Smart Packaging Zone,” offering a specialized trade and communication platform for enterprises that provide intelligent, automated, and digital packaging equipment and technology. The zone will gather packaging intelligent devices ranging from components to solutions, enabling them to achieve cost reduction and efficiency enhancement.

### 快消品主题馆 FMCG Infinity Zone



- 包装容器  
Packaging Containers
- 包装材料  
Packaging Materials
- 包装解决方案  
Packaging Solution
- 环保包装  
Eco-packaging
- 创新设计  
Creative Packaging Design
- OEM / ODM / OBM

swop 2025 将再次推出特色快消品主题馆，打造头部快消品品牌供应商的包装供应链生态圈。展品将覆盖从创新包装制品、包装材料到供应链的快消品包装全产业链，为行业注入源源不断的包装创意与灵感。

swop 2025 will relaunch the FMCG Future Zone, creating a packaging supply chain ecosystem for leading FMCG brand suppliers. The exhibition will cover the entire FMCG packaging industry chain, from innovative packaging products and packaging materials to the supply chain, bringing a continuous stream of packaging creativity and inspiration to the industry.

### 双碳新时代 GREEN POWER



- 生物塑料制品与材料  
Bioplastic Products and Materials
- 再生塑料制品与材料  
Recycled Plastic Products and Materials
- 植物纤维模塑制品与材料  
Plant Fiber Molding Products and Materials
- 可重复使用循环包装  
Reusable & Recyclable Packaging
- 外卖餐盒生产设备  
Takeaway Box Production Equipment
- 生物降解制袋设备  
Biodegradable Bag Manufacturing Equipment
- 纸膜包装及设备  
Paper Molding Packaging and Equipment
- 绿色印刷材料  
Green Printing
- 回收再生技术  
Recycling Technology

随着行业整体对环保、可持续性的需求不断增加，如何实现包装的可循环、可持续发展已成为当下重点课题。2025年，swop将推出“GREEN POWER双碳新时代”展示专区，展出众多可持续包装新材料、新制品及新技术，搭建绿色包装供应链交流平台。

With the increasing demand for environmental protection and sustainability in the industry, how to achieve recyclable and sustainable packaging has become a key issue. In 2025, swop will introduce the GREEN POWER Zone, presenting a multitude of new sustainable packaging materials, products, and technologies and building a communication platform for the green packaging supply chain.

### 节约粮食 SAVE FOOD



- 气调保鲜包装技术  
Modified Atmosphere Packaging Technology
- 真空包装技术  
Vacuum Packaging Technology
- 杀菌、冷藏、检测技术  
Sterilization Technology
- 高阻隔性薄膜  
High Barrier Films
- 智能化包装设备  
Intelligent Packaging Equipment
- RFID防伪追溯  
RFID Anti-counterfeiting Traceability
- 物联网及过程监控  
IoT and Process Monitoring

swop将与联合国粮食及农业组织驻华代表处合作，邀请来自政府机构、科研单位、粮农产品加工包装及供应链的业内专家，共同探讨如何通过改进包装技术与采用先进的包装材料助力减少食物损失与浪费。同期，也将举行中国节约粮食设计奖和可持续设计奖颁奖仪式。

swop will collaborate with the Food and Agriculture Organization of the United Nations Representation in China, inviting industry experts from international government agencies, research institutions, and food and agricultural products processing, packaging and supply chain to explore how packaging contributes to food preservation. Concurrently, the SAVE FOOD Design Award and SUSTAINABILITY Design Award in China will be held on-site.

# 优质买家精准锁定 Precision Targeting of Key Buyers

## 创新包装导航：swop 2025 精准定制参观线路 Innovative Packaging Navigation: swop 2025 will Precisely Customize Visiting Routes

为提升展会体验，swop 2025 将再次推出包装导航路线，助力买家精准、高效对接包装解决方案精选展商。参观路线图将引导更多潜在客户直接前往合适的展商展位，为您的品牌提供更多的曝光机会，从而吸引更多商业合作。

To enhance the exhibition experience, swop 2025 will introduce the packaging navigation route again, empowering buyers to connect precisely and efficiently with a selection of packaging solution exhibitors. The exhibition route map will direct more potential customers to the appropriate exhibitor booths, providing your brand with increased exposure and fostering business partnerships.



## 商贸配对：与您一同拓展全球包装业务 Business Matchmaking: Expand Global Packaging Business Together

依托强大的全球买家数据支持，以及持续不断的海外推广，swop 2025 将继续为展商提供与海外买家一对一交流供需对接平台。

Leveraging robust global visitor data and our continuous efforts in buyer development, we strive to provide a professional one-on-one communication platform dedicated to achieving excellence in matching supply and demand.

## 部分行业合作媒体 Media Partners



\*以上排名均不分先后 In no particular order

# 「展品范围」 Scope of Exhibits

- 食品饮料加工及包装机械
- 医药化妆品加工及包装机械
- 非食品消费品及工业品加工及包装机械
- 糕点糖果及烘焙食品加工及包装机械
- 塑料及纸包装容器生产设备  
(瓶、杯、袋、盒等)
- 包装材料生产及加工机械
- 包装材料、包装容器及包装制品
- 包装原材料
- 包装印刷
- 加工与包装零部件
- 智能/自动化包装
- 物流包装
- 包装设计
- 服务

swop将为包装行业提供优质的展示与交流平台。  
swop is an excellent display and communication platform for the entire packaging industry.

- Processing & Packaging Machinery for Food & Beverages
- Processing & Packaging Machinery for Pharmaceuticals & Cosmetics
- Processing & Packaging Machinery for Non-food Consumer & Industrial Goods
- Processing & Packaging Machinery for Confectionery & Baked Goods
- Production Equipment for Plastic and Paper Packaging Containers  
- Bottles, Cups, Pouches, Boxes, etc.
- Production and Processing Machinery for Packaging Materials
- Packaging Materials, Packaging Containers and Packaging Products
- Packaging Raw Materials
- Packaging Printing
- Components for Processing & Packaging
- Smart Packaging and Automation Technology
- Logistic Packaging
- Packaging Design
- Services



# 「展馆图」 Layout



Plastic Packaging Machinery  
塑料包装机械

Automated Filling Equipment  
Secondary Packaging Equipment  
Food Processing and Intelligent Manufacturing  
自动化灌装设备; 后道包装设备;  
食品加工及智能制造

Intelligent Packaging Equipment  
International Pavilion  
Shanghai Packaging Association Pavilion  
Coding, Marking, and Inspection Zone  
智能包装设备; 国际展馆; 上海包协展馆;  
喷码标识及检测专区

Automated Packaging Equipment  
自动化包装设备

FMCG Infinity Zone  
快消品主题馆

## 目标观众 Target Visitors



食品  
Food



饮料  
Beverages



甜点  
Confectionery



烘焙  
Bakery



医药  
Pharmaceuticals



日化  
Cosmetics



非食品消费品  
Consumer Goods  
(Non-food)



工业品  
Industrial Goods

### • 终端领域品牌商:

食品、饮料、甜点、  
烘焙、医药、日化、  
非食品消费品、工业品

### • 包装容器生产商:

硬塑、软包、纸容器、  
新材料包装容器等

### • 包装/印刷工厂

### • OEM / ODM / OBM 代工方

### • 包装设计师大

### • 物流、电商、餐饮外卖

### • 协会、媒体

### • 相关服务

### • Brand Owners in Target Sectors:

Food, Beverages, Confectionery, Bakery,  
Pharmaceuticals, Cosmetics,  
Consumer Goods (Non-food), Industrial Goods

### • Packaging Container Manufacturers:

Hard Plastic, Flexible Packaging, Paper Container,  
New Material Packaging Container, etc.

### • Packaging / Printing Factories

### • OEM / ODM / OBM Factories

### • Packaging Designers

### • Logistics, E-commerce, Food Deliveries

### • Associations, Medias

### • Services

## swop 2024

## 观众回顾 Visitors Review

买家汇聚全球104个国家与地区 Buyers from 104 Countries and Regions



\*以上排名均不分先后 In no particular order

2024 33,192

2023 29,758



观众人数  
Visitors

观众总体满意度  
Visitors Satisfaction

95%

### 观众所属行业 Industry Breakdown of Visitors

包装/印刷	Packaging / Printing	20.95%	化妆品&日用品	Cosmetics & daily chemical products	6.52%
塑料制品及零件	Plastic products and parts	18.83%	饮品	Beverage	6.45%
食品	Food	12.29%	电子商贸平台	E-commerce platforms	3.48%
工业产品	Industrial products	8.33%	物流及运输商	Logistics and transportation	3.28%
包装机械及零配件	Packaging machinery and parts	6.88%	非食品消费品	Non-food products	2.16%
医药	Pharmaceuticals	6.64%	其他	Others	4.19%



# interpack alliance

interpack 联盟 (interpack alliance) 是基于由德国杜塞尔多夫展览集团举办的国际加工与包装机械展览会interpack而设立的一系列国际加工与包装机械展会的统一品牌。通过Interpack联盟, 将interpack作为全球第一的加工与包装机械专业展的全球网络和行业资源更多的渗透到全球。包装世界(上海)博览会swop作为interpack联盟其中一员, 也将受益于此。

Besides interpack itself - the flagship trade fair that gives this family its name - the interpack alliance will span all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio. The interpack alliance emerged out of interpack's world-leading processing and packaging trade fairs to enable networking and sharing of expertise between interpack and swop, the processing and packaging trade fair targeting not only China but the whole Asian region. As a member of the interpack alliance, Shanghai World of Packaging (swop) will benefit from this too.

## LEADING TRADE FAIRS FOR PROCESSING & PACKAGING



即刻联系我们  
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德国杜塞尔多夫展览集团  
Messe Düsseldorf GmbH  
杜塞尔多夫展览 (上海) 有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd  
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Adsale Exhibition Services Ltd.

陈女士

TEL 17621936715

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