

About swop

Organized by Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd., Shanghai World of Packaging (swop) is the essential event for the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food and industrial goods sectors. Together with innovative themes like SAVE FOOD China and 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 swop official website www.swop-online.com.

Why Attend?

1 Member of interpack alliance

Benefit from the global network, know-how and resources of the leading show interpack



2 Innovative themes

- SVAE FOOD China & Upgraded FMCG Future Zone
- innovationparc & components



3 Insight for the future 10⁺ concurrent conferences for hot topics

4 Multi channel & targeted marketing solutions

Expecting **25,000⁺** professional visitors



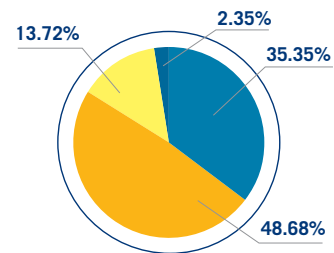
swop 2017 Review

35,000m²
Exhibition Space

487 Exhibitors
from 22 countries
and regions

18,118 Visitors
from 83 countries
and regions

Breakdown of Visitors Involved in Investment



91% Exhibitors intent to participate at swop 2019 in Shanghai

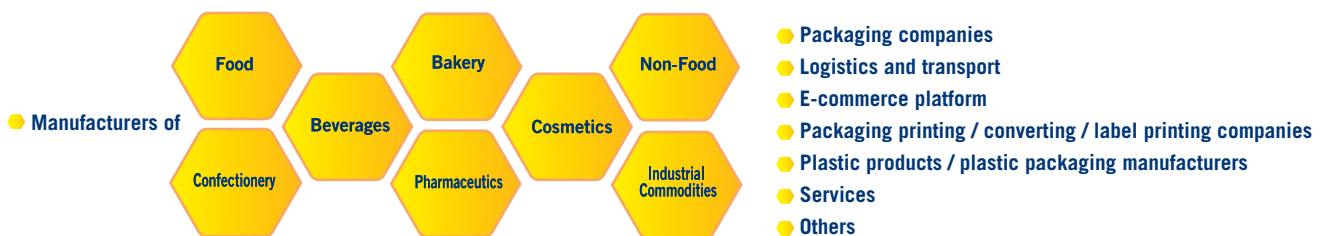
87% Visitors assess swop as good or excellent

93% Exhibitors would recommend swop to other companies

81% Visitors assess the quality of exhibitors as good or excellent

48.68% Crucial 35.35% Decisive
13.72% Advisory 2.35% None

Target Visitor



Exhibition Profile

- Processes and machinery for the packaging of food, beverages
- Processes and machinery for the packaging of pharmaceuticals, cosmetics
- Processes and machinery for the packaging of consumer goods, industrial goods
- Processes and machinery for the packaging of confectionery and bakery
- Packaging materials, packaging means and packaging production
- Machinery for producing & processing packaging materials
- Printing packaging
- Components
- Smart / automated packaging
- Logistic packaging
- Packaging design
- Services

Participation Cost

Raw Space (min 24 sqm)

Zone A: RMB 2,200 per sqm x _____ sqm (_____ m x _____ m)
Zone B: RMB 1,100 per sqm x _____ sqm (_____ m x _____ m)

Shell Scheme (min 12 sqm)

Zone A: RMB 2,440 per sqm x _____ sqm (_____ m x _____ m)
Zone B: RMB 1,340 per sqm x _____ sqm (_____ m x _____ m)

Contact Us

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