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## Final Press release

swop 2017

SNIEC

Shanghai, China, Nov. 7-10, 2017

## Innovation never stops, 2<sup>nd</sup> Shanghai World of Packaging finishes on a high note

**Press release, Nov. 23** | swop 2017, the leading processing and packaging exhibition in Asia, has attracted the greatest amount of attention from exhibitors since its inauguration. Just over 600 overseas and domestic exhibitors participated in the event held from Nov. 7-10, including Multivac, HPRPC and other leading processing and packaging manufacturers. 20,053 visitors from nearly 80 countries and regions, such as China, the USA, Russia, South Korea, Japan, India, Vietnam and Malaysia came to the SNIEC fairgrounds to see latest innovations.

The 4-day large-scale exhibition was organized by Messe Düsseldorf (Shanghai) Co., Ltd (MDS), Adsale Exhibition Services Ltd. Visitors also benefited greatly from the event, learning not only about cutting-edge innovative technologies but also about the status of the packaging market. Whether in terms of exhibition topics, concurrent conferences or exhibitor demonstrations swop 2017 focused on innovation much more compared with the previous exhibition. In particular, the SAVE FOOD initiative, with its debut in China, and the newly upgraded FMCG Future Zone have been widely acclaimed.

"With the acceleration of urbanization and the rising consumption level of the middle class, the demand for modern processing and packaging in China is also on the rise. swop, with its four exhibitions and innovative themes, is the one-stop platform for the most advanced technologies and ideas", said Mr. Hans Werner Reinhard, Managing Director of Messe Düsseldorf GmbH.

"As one of the newly-launched membership exhibitions of the interpack alliance based on interpack, the world's leading trade fair for processing and packaging, swop has undoubtedly gained more exposure in the global market and attracted more top industry experts to visit China," commented Mr. Bernd Jablonowski, Global Portfolio Director Processing and Packaging, Messe Düsseldorf.



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany


Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung



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“This year, swop continues to feature the entire value chain of packaging, from packaging materials production and processing, primary packaging, secondary packaging, logistics/e-commerce packaging to packaging materials and containers, all in one fair. Also the exhibition serves eight industries mainly: food, beverage, bakery, confectionary, cosmetics, pharmaceuticals, non-food consumer goods and industrial commodities. This makes swop the first ever one-stop sourcing platform covering the entire value chain”, said Mr. Stanley Chu – Chairman of Adsale Exhibition Services Ltd.

### **Innovation in exhibits: Industry 4.0, intelligent, digital and sustainable**

In following the "Made in China 2025" blueprint, the intelligent manufacture of packaging is the trend of the times and many exhibitors have embodied this. For example, the connection of intelligent software with machines better meets individualized needs. At the exhibition venue, the theme of sustainable development was everywhere. Many companies have demonstrated their efforts in terms of reduced thickness of packaging materials, lower resource consumption and improved manufacturing processes. In addition, green and eco-friendly packaging materials have become an important trend.

### **SAVE FOOD debut show in China yields brilliant results**

Six years since its introduction, the SAVE FOOD initiative 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. 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." Martin pointed out that, "the lack of proper and sustainable packaging solutions in the Asia Pacific region is one of the major causes of food waste and packaging is critical to reducing that. In order to do so, the food industry must work closely with the packaging industry." At the same time, Multivac exhibited its "MultiFresh" skin packaging, an emerging packaging that affixes film as tightly on the surface of the product as a layer of skin, keeping the original product's shape intact which is especially suitable for packaging fresh meat. TOMRA Sorting showed how to significantly reduce losses, save costs and improve profitability of food companies through fast and energy-efficient sorting technology. The US MOCON,





Xiamen Changsu and Beijing Lantsai shared the modified atmosphere packaging testing equipment, high-barrier BOPA, smart labels and other cutting-edge products and technologies from the perspective of improving packaging and extending food shelf life. The international summit debut in China attracted nearly 200 professional participants from the food industry and the event was spoken of highly.

### **Innovation in packaging materials: upgraded FMCG Future Zone highly acclaimed**

Relative to processing and packaging machinery and equipment, packaging design and packaging materials feature shorter innovation cycles. The industry also shows increasing interest in packaging materials and products. The FMCG Future Zone enjoyed great popularity compared with the previous "Packaging Materials and Products Zone". The FMCG Future Zone, a complete upgrade this time, accommodated cutting-edge products from more than 200 well-known overseas and domestic manufacturers of various packaging materials and products on its 10,000m<sup>2</sup> 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.



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### **Innovation in topics: Concurrent events and conferences with high visitor interest**

In addition to the trade fair, a number of large-scale and multi-faceted professional forums were held simultaneously, covering topics such as food processing, smart packaging, green packaging, packaging design & innovation, e-commerce & logistic packaging. The meeting was packed and the interaction enthusiastic. Many participants said that the topics of the forums were very new and of high quality. For example, the "Packaging, Intelligence and Future" forum held on the first day was crowded with visitors even along the corridor. The SAVE FOOD summit meeting on the second day attracted nearly 200 visitors from the food industry interested in how to extend food shelf life through innovative packaging. Moreover, The Global Aluminium Foil Roller Initiative, representing more than



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50% of global foil production, met during swop. 35 representatives from Chinese aluminium foil rolling members and their customers like aluminium container manufactures discussed opportunities to further increase their presence in the growing packaging markets in China.

In addition, there were daily afternoon seminars organized by Packaging Family. Several excellent speeches were given by packaging experts from Beiersdorf, Danone, Johnson and other well-known packaging companies which won warm applauses from visitors.

In order to help the exhibitors find high-quality potential buyers, buyers groups, consisting of nearly 100 industry associations and enterprises, and a “business pairing” program were organized. This was a major feature of the exhibition and highly appreciated by the exhibitors.

swop 2019, to be held from November 25-28, at the Shanghai New International Expo Centre, is under planning and will introduce innovative themes with expanded pavilions.

**More swop information, can be found at:**

[www.swop-online.com](http://www.swop-online.com)

WeChat Account : swop



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Press Contact:

Ms. Echo Li

Messe Düsseldorf (Shanghai) Co., Ltd.

Tel+86-21-6169 8337

Fax+86-21-6169 8301

echo.li@mds.cn

www.mds.cn



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Ms. Zoe Wan  
Adsale Exhibition Services Ltd.  
Tel+852-2516 3343  
Fax+852-25165024  
swop.hkpr@adsale.com.hk  
www.adsale.com.hk

Press Contact Packaging & Processing Portfolio  
Messe Düsseldorf GmbH  
Sebastian Pflügge  
Apostolos Hatzigiannidis (Assistant)  
Tel. +49 (0)211 45 60 -464/-544  
PflueggeS@messe-duesseldorf.de  
HatzigiannidisA@messe-duesseldorf.de

Organizer Background Information

**Messe Düsseldorf (Shanghai) Co., Ltd.**

Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai and Beijing with a workforce of some 70 full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at [www.mds.cn](http://www.mds.cn).



**Adsale Exhibition Services Ltd.**

Adsale Exhibition Services Ltd was established in Hong Kong in 1978. It is the organizer of Chinaplas which is Asia's no. 1 exhibition on plastics and rubber industries. Adsale is also the organizer of Sino-Pack, Sino-Label and Printing South China. Backed up with enormous resources in Asia and with well-versed trade promotion strategies for the Chinese market, Adsale is endeavoring to provide cost-effective and integrated marketing solutions across 20 industries, including plastics & rubber, textiles & garments, building & lighting, power & electrical equipment, automobile & auto accessories, packaging



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technology & products, printing & labels, woodworking & furniture, heating & boiler technology and so forth, to satisfy international suppliers' needs of tapping into the Chinese and Asian markets. The Group has liaison offices in Beijing, Shanghai, Shenzhen and Singapore, with a staff of over 300.

