



**interpack  
alliance**

MADE FOR TOMORROW

**Press**

## **Booth Registration for swop 2019 Now Open**

### **Smart & Innovative Packaging Focus of interpack alliance Fair**

Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd. will join hands once again to present the Shanghai World of Packaging (swop) at the Shanghai New International Expo Centre from 25 to 28 November 2019. swop will cover end use industries such as food, beverage, confectionery, baked goods, pharmaceuticals, cosmetics and daily care products, non-food consumer goods and industrial goods, providing an encompassing trading platform for manufacturers of processing and packaging machinery and materials.

The upcoming edition of swop will focus on artificial intelligence, printing and labeling, e-commerce and logistics packaging, personalized packaging, packaging design, etc., with the aim to provide innovative packaging solutions and showcase intelligent processing and packaging production lines for the entire industry chain. Five special exhibition areas are designed to cover all hot spots of the packaging industry.

### **"SAVE FOOD" returns to fight against food waste and loss in China**

The SAVE FOOD initiative from the partners Messe Düsseldorf, the FAO and UN Environment (former UNEP) aims to drive innovations, promote interdisciplinary dialogue and spark debate in order to generate solutions across the entire value chain "from field to fork" and hence make a contribution against global food losses. SAVE FOOD debuted in China during swop 2017 and generated a huge amount of interest from the industry. During swop 2019, SAVE FOOD China will again be present with a featured area and forum to share innovative concepts and technologies with the public. In addition to targeting visitors, the organizers will invite manufacturers of meat, raw food, fruits, vegetables and agricultural products.

### **Together with "Packaging Family", "FMCG Future Zone" offers tremendous business opportunities**

The total transaction volume of China's FMCG B2B industry in 2018 is predicted to reach 20 trillion RMB (roughly 3,122 billion USD).



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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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For manufacturers of packaging materials and products, the FMCG packaging market offers enormous business opportunities. swop 2019 will once again team up with the industry pioneer “Packaging Family” to present the “FMCG Future Zone” to showcase the latest packaging materials, ideas, technologies and new products/designs for end use industries such as food, cosmetics and pharmaceuticals.

### **Print Area for high-end customized packaging**

Under the influence of digital technology, artificial intelligence and environmental protection policies, China’s printing industry is experiencing three major trends, i.e. digital printing, smart packaging and green printing. With digital printing technology, labels can be easily personalized for creative packaging. Printing and labeling, as an integral part of the packaging industry, will be covered in the special print area, which will debut at swop 2019 with the latest printing and labeling equipment and technologies for the packaging industry.

### **“Smart and information-based”, the future of the packaging industry**

The global smart packaging market is expected to grow nearly 8% annually to more than 31 billion USD by 2019. In China, with the advent of the Internet of Things, it is a general trend that packaging intelligence in various terminal fields such as food, cosmetics, pharmaceuticals etc. is involved. The new "Smart Packaging" Zone will display all-in-one smart packaging of functional materials, structural intelligent packaging and information-based smart packaging as well as the related technical applications. swop 2019 will also focus on the display of new technologies for information-based packaging, so as to enhance the role of packaging in the supply chain as a carrier, increase the added value of packaging, provide a market basis and strategic direction for industrial transformation and upgrading, and further improve the service function of packaging.



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### **"components for Processing and Packaging"**

“components” debuted as an exhibition parallel to interpack in 2014, and will now be introduced to swop in 2019. The trade fair targets companies specialising in motors and drive technology, control and sensor technology, products for machine vision, handling technology, industrial software and communication as well as complete automation systems for packaging machines.



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It is especially directed at manufacturers of machine parts, components, accessories and peripheral equipment and of components and auxiliaries for packaging means.

**As a member of the interpack alliance, swop provides a “supply and demand” platform for the APAC Market**

As a member of the interpack alliance, swop will make full use of interpack’s global network and professional resources as the world's leading processing and packaging exhibition. With positioning in the Asia-Pacific region, swop 2019 will provide a “supply and demand” platform for the packaging market to demonstrate customized packaging solutions in various fields, as well as innovative designs that will lead future packaging trends.

For companies interested in participating, the website [www.swop-online.com/en](http://www.swop-online.com/en) offers Early Bird Specials for booth reservations and the latest swop news. swop is also present on WeChat.

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**Press Contact Packaging & Processing Portfolio**

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## **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 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.

### **About interpack alliance**

The interpack alliance comprises events of Messe Düsseldorf that form part of the Processing & Packaging portfolio. Exhibitors and visitors can recognise the corresponding trade fairs by an umbrella brand that is oriented towards its counterpart – interpack, the world's most important event in the packaging industry and related process industries. In addition to the flagship trade fair giving the alliance its name the interpack alliance includes the trade fairs upakovka (Moscow), food pex (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), pacprocess India/IndiaPack and food pex India (Mumbai, New Delhi), pacprocess Tehran (Tehran), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as PROCESS EXPO (Chicago). The Chinese events are held together every two years as the Shanghai World of Packaging (swop). The interpack alliance targets the segments food, beverages, confectionery and pastries, pharmaceuticals, cosmetics, non-food consumer goods as well as capital goods on important growth markets – with focal themes differing by event. The trade fairs in China, India, Iran and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.



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