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Press release

swop 2019 continues to grow

interpack alliance trade fair in Shanghai now with 20 percent more space and a supporting programme that has been considerably expanded

Shanghai World of Packaging (swop), hosted every two years by Messe Düsseldorf (Shanghai) Co. Ltd and Adsale Exhibition Service Ltd, is developing rapidly. Registrations for the trade fair are now open at www.swop-online.com/en. The upcoming edition will take place from 25 to 28 November at the Shanghai New International Expo Centre. Visitors can expect around 20 percent more exhibition space in now five halls and a supporting programme with a wide scope that has been expanded considerably compared to the previous event. swop addresses the eight key target groups foods, beverages, confectionery, bakery, pharmaceuticals, cosmetics and daily care products, non-food and industrial goods. The trade fair thus offers an extensive trade platform for manufacturers of machines and materials in the packaging industry and the related processing industry in an international growth region.

Proven successes: SAVE FOOD and FMCG Future Zone

After the extremely successful Chinese premiere of SAVE FOOD during swop 2017, this segment will once again focus extensively on solutions that contribute to curbing food waste and loss in 2019. A conference and a special presentation will take place in cooperation with FAO in Hall N2 and will illuminate approaches along the entire value chain, from the field to our plate.

The special topic “FMCG Future Zone” was also very well received in 2017 and in 2019 will once again present trends around the most diverse materials, technologies and designs in the segments food, cosmetics and pharmaceuticals, spread out across around 12,000 square metres. Once again, the concept has been realised in cooperation with PKG Family, a leading organisation in this field in China, and directly addresses branded companies in the aforementioned segments.



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Ufi Association of the
Exhibition Industry

 AUMA
Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM
FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



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components – a meeting point for the supplier industry

In Hall N4, “components” was inspired by the trade fair of the same name in Düsseldorf, which has taken place parallel to interpack since 2014. Exhibits from the fields of drive, control unit and sensor technology await visitors, along with software, machine components as well as complete automation systems and integrated automation solutions. This makes this exhibition attractive for companies that offer packaging and process technologies to customers in the eight key target groups from food to industrial goods.

Premiere of special topics e-commerce logistics and packaging as well as packaging printing

The special presentation on e-commerce logistics and packaging is a brand new addition to swop 2019. Here, smart automation solutions including robotics particularly take centre stage. In turn, the special presentation on the complex issues surrounding packaging printing takes a closer look at trends in the fields post press and converting, cardboard packaging, printing equipment, pre-press and digital printing as well as corrugated materials including paper, colours and consumables.

For further information on these topics and up-to-date information on the trade fair, please visit www.swop-online.com/en. swop can also be contacted using WeChat.



Messe
Düsseldorf

16 April 2018

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About the Organizers

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.

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Adsale Exhibition Services Ltd.

Adsale Exhibition Services Ltd has been established in Hong Kong since 1978. It is the organizer of Chinaplas, the Asia's no. 1 exhibition in the plastics and rubber industries. Adsale is also the organizer of Sino-Pack, PACKINNO, Sino-Label and Printing South China, etc. 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 various industries, to satisfy international suppliers' needs of tapping into the Chinese and Asian markets. The Group has offices in Beijing, Shanghai, Shenzhen and Singapore. Website: www.adsale.com.hk



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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), swop (Shanghai World of Packaging), pacprocess India/food pex India (Mumbai, New Delhi), pacprocess MEA (Cairo), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). 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 and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.