



**interpack
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swop 2023: International packaging trends and innovations in Shanghai

In 2023, swop returns and promises fascinating insights into China's packaging industry and its application sectors. For international and regional suppliers, this is the most important platform for contacts and business in the region.

From 22 to 24 November, the international processing & packaging industry will flock to the booming metropolis of Shanghai again. Approximately 900 exhibitors will be present at the Shanghai World of Packaging (swop), bringing together notable packaging companies and experts from China and all over the world. Numerous specials and projects, among them global discussion rounds, sustainable best cases, intelligent machines, innovative packaging design, functional and safer materials and much more, all showcase the future of packaging.

“swop opens doors to the packaging industry in China. With its focus on the growing Asian market, it offers enormous potential for internationally active packaging companies and supports innovative concepts for how these opportunities can best be used”, says Thomas Dohse, Director of interpack alliance. swop is being jointly organised by Messe Düsseldorf Shanghai and Adsale Exhibition Services, and is part of the global portfolio of interpack.

In order to support companies making use of the promising opportunities in China, this year swop again offers special information platforms as well as numerous parallel events.

Global knowledge exchange

The format “International Packaging Dialogue” brings renowned packaging experts together. From the new European regulations for materials with food contact to the creativity of French packaging design to insights into the use of AI on the Japanese market – knowledge is shared



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U78, U79: Messe Ost/Stockumer Kirchstr.
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at a global level, there is room for discussion and there are new horizons to be discovered.

Products for daily living

For the fourth time in a row, swop and the platform “Home of Packaging” are organising the FMCG pavilion together. This features packaging for the huge market of “fast moving consumer goods”. Two special areas of focus are solutions for products of daily living as well as packaging for food and beverages. The “FCMG Infinity Zone” presents bestsellers in sustainability.

ODM and OEM providers

Companies interested in an ODM (original design manufacturer) and OEM (original equipment manufacturer) approach can also benefit from a visit to swop. The range includes packaging services like product planning, research and development, packaging design or the procurement of packaging materials.

A wide range of sustainable solutions

Under the name of “Green Power”, swop has gathered around 150 providers of sustainable packaging solutions, for example biologically degradable materials, recycled plastics, cellulose forming, multi-use packaging, environmentally friendly printing materials and more.

Innovative packaging designs and concepts

Faced with the continuous changes in the FMCG market and changing consumer habits, how can you quickly gain the attention of consumers? In cooperation with swop, “Sivapack Studio” is combining the powers of different designers to present currently successful packaging designs and packaging concepts that will be key for the future. All this is happening at the special exhibition area “Packaging Design and Marketing”. Another highlight is the forum “AI Drives the Future”. The focus here is on the impact of artificial intelligence on the global trends within packaging development, from the perspective of marketing and design.





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Smart packaging machines

In the “Smart Packaging & Personalized Packaging Equipment Zone”, visitors can experience automated production systems which lower costs and improve efficiency. Approximately 300 suppliers of packaging machines and systems are present here. Beyond this, there is a special segment concerning the topic of ready-made meals and packaging for fresh food which presents progressive technologies for lengthening shelf life.

Reducing food waste

At swop, the SAVE FOOD initiative by Messe Düsseldorf and interpack will not only call attention to reducing food loss and food waste, but also emphasise the importance of sustainable design in achieving this goal. For the first time, the SAVE FOOD DESIGN and SUSTAINABILITY DESIGN AWARD will be presented to exhibitors to honour innovative solutions in these fields. Beyond this, visitors can expect a comprehensive lecture programme that will cast a light on current trends and developments within food packaging and processing.



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Functional and safe packaging materials

The range at swop includes a variety of packaging materials which ensure high barrier properties, freshness, anti-microbial and humidity-resistant properties, resistance to heat and cold as well as sustainability, and which guarantee product safety and quality. Among the materials on exhibition are PE, HDPE, LDPE, PET, PC, PVC, PS, PET, EVOH, biologically degradable materials like PLA/PHA/PBAT, bio-based materials and recyclable materials.

E-commerce & express logistics

This year swop is again presenting the newest solutions in logistics and packaging, which meet the requirements of modern consumers through fast, safe and environmentally friendly logistics services. Among these are buffer / transport / paper packaging like foam, buffer bags, air cushions, pallets, wooden crates, perimeter crates, special packaging, multi-use containers, pulp moulding, honeycomb cardboard, kraft paper bags made



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of corrugated cardboard, and much more. Further, logistic packaging equipment like foam equipment, pulp forming machines, buffer bag machines and machines for opening, closing and filling crates are on display.

More information about swop 2023 is available at <https://www.swop-online.com/en/>

For more information on exhibiting opportunities, contact the interpack team (Ivania Portillo-Elzer, Portilloi@messe-duesseldorf.de)

About swop

Since 2015, the Shanghai World of Packaging has been a jointly organised event by Messe Düsseldorf Shanghai and Adsale Exhibition Services Co, Ltd., held annually since 2024. Under the umbrella brand of interpack alliance, it covers the entire supply chain of the packaging industry. Its scope ranges from production and processing of packaging materials to primary and secondary packaging as well as packaging printing.

About the interpack alliance

The interpack alliance is comprised of Messe Düsseldorf events that are part of the Processing & Packaging portfolio. In addition to the eponymous flagship trade fair interpack in Düsseldorf, swop (Shanghai World of Packaging), pacprocess India and food pex India (Mumbai, New Delhi), pacprocess MEA and Food Africa (Cairo) as well as components (Düsseldorf) are all part of the interpack alliance. In important growth markets, the interpack alliance addresses the target groups of food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods, with different focuses depending on the event.



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