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MADE FOR TOMORROW

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Going to China with the interpack alliance: swop is ready for a restart

The international trade fair business in China is ready to go, finally offering a platform for the processing and packaging industries in Shanghai again after a hiatus of three years. In November 2023, swop (Shanghai World of Packaging) will take place there with approximately 700 exhibitors.

After the end of the stringent restrictions due to COVID-19, the Chinese economy is on an upswing and industry actors from all over the globe are meeting again at trade fairs. swop 2023 is being held at just the right time to support the business of the processing and packaging industries, to move innovations to the fore and to promote international business relations. More than 700 exhibitors and 25.000 trade visitors, both domestic and international, attended the last swop in 2019. The expectations are similarly high for 2023; a total exhibition area of about 62,000 square metres is being planned. The trade fair will be held from 22 to 24 November at the Shanghai New International Expo Centre, the third largest trade fair centre in China.

Together with Adsale Exhibition Services, Messe Düsseldorf Shanghai is hosting swop under the interpack alliance umbrella brand. Just like interpack, this trade fair addresses all core target groups from the sectors of food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-foods and industrial goods. 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.

Seizing opportunities in China

According to VDMA (the German Mechanical Engineering Industry Association), 34 percent of global packaged food consumption is generated by countries in Asia. In the coming years, a further demand increase of 20 percent is expected, culminating at 337 million tons in



Messe
Düsseldorf

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

Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

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

 AUMA Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

2026. Within the region, China is the largest market for packaged foods with a share of almost 50 percent. The largest product category is dairy, followed by rice, pasta, cooking oils and baked goods. The increasing demand is expected to lead to more investments in machines in order to enlarge production capacities. In 2021, food processing and packaging machines in the amount of almost EUR 7.9 billion were imported to Asia.

Visionary concepts and ideas

Several accompanying events and special areas at swop offer visitors useful inspiration. The focus is on the topics of circular economy, conservation of resources, digital technologies and product safety as well as fast-moving consumer goods.

For the first time, swop 2023 will have the “Green Power Immersive Interactive Exhibitor Area”, a platform for companies to present their sustainable packaging solutions for the circular economy. In this context, the conservation of resources is a further important topic at the trade fair, also due to the increasingly restricted availability of materials and components on the global market. The exhibitors present powerful components, automated technologies and environmentally friendly packaging management systems.



Progressing digitalization is of equal concern to the packaging industry and will also be a key topic at swop. For example, the trade fair will host a special area for intelligent production systems for packaging and materials.

In addition, swop will present innovative packaging solutions to help prevent food waste and ensure product safety at the same time. For the Chinese market, packaging for ready meals is an important topic. There are new packaging materials and technologies in this respect that can extend the shelf life of food in future.

The FMCG Infinity Zone is a cooperation between swop and PKG Family, created as an efficient communication platform for fast-moving consumer goods (FMCG). This term includes all products that have a high fluctuation in retail, for example consumer goods for everyday use. With rapid socio-



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economic development and the advent of the digital age, consumer desires for customisation, emotional appeal, innovation and creativity have become new trends in the FMCG industry. Packaging plays a key part here. At swop, the newest packaging materials, ideas, technologies and design will be exhibited in this context. More than 300 exhibitors will present their products in this area.

Federal sponsorship for exhibitors from Germany

Companies from Germany can participate in swop with a sponsorship by the federal government. The offer of federal sponsorship highlights the importance of this trade fair. Exhibitors can present their products together with other German companies under the “Made in Germany” brand, which grants them additional attention.

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

www.swop-online.com/en



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), components (Düsseldorf) and indopack (Jakarta) 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.

Press team for the Processing & Packaging portfolio

Messe Düsseldorf GmbH

Cornelia Tautenhahn (Senior Manager for Press & PR)

Apostolos Hatzigiannidis (Manager for Press & PR)

Phone: +49 (0) 211 4560-588/-544

Fax: +49 (0) 211-4560-8548

E-mail: TautenhahnC@messe-duesseldorf.de

HatzigiannidisA@messe-duesseldorf.de