

Press release | October 2024

swop 2024

Shanghai World of Packaging

Shanghai, China, 18–20 November 2024

## Globally networked and trendsetting Shanghai World of Packaging to present central industry trends in November

***Technology, packaging solutions and materials: In November, the processing and packaging industry will meet again in China. Shanghai World of Packaging (swop) focuses on groundbreaking trends like smart technology, sustainable materials and automated packaging solutions. Many international exhibitors will also participate.***

Every autumn, Shanghai becomes an international marketplace and indispensable forum for the packaging industry in Asia and beyond. Complex solutions for processing and packaging are in high demand here, and more and more companies, also from Europe and America, are attending swop. From 18–20 November 2024, these will also include exhibitors from China, Hong Kong, the United States, Germany, Taiwan, Japan, Spain, Finland and Luxembourg at the Shanghai New International Expo Center. Visitors can look forward to a wide range of products over five trade fair halls.

In 2024, swop will again cover the entire processing and packaging chain for food, beverages, confectionery, baked goods, pharma, cosmetics, non-food and industrial goods. Of particular interest to visitors is the “International Pavilion”, where exhibitors from numerous countries will be presenting their businesses, in some cases for the first time in the Asian market. These include, for example, Multivac, the Metsä Group, Herma, United Caps, Novexx, Koch Pac, Wippermann Jr., Langguth and Cintas Adhesivas Ubis.

All participating businesses can benefit from multiple matchmaking events, both national and international, that promote direct contact and dialogue about innovative technology and partnerships. This is an additional benefit for opening up new markets and establishing long-term business relationships. At swop, the “Buyer’s Perspective Experience” offers a range of services specially tailored to the needs of buyers with customised solutions and individual equipment. The introduction of themed routes like the “Green and Sustainable Packaging Route” and the “Functional Packaging Route” facilitate a new, even more efficient trade fair experience and bring exhibitors and visitors together in a targeted manner.



Supported by:



Organised by:

Adsale Exhibition Services Ltd.

PHONE +852-2811 8897

+86-21-5187 9766

FAX +852-2516 5024

+86-21-6469 3665

EMAIL [swop@adsale.com.hk](mailto:swop@adsale.com.hk)



Messe Düsseldorf (Shanghai) Co., Ltd.

PHONE +86-21-6169 8381

FAX +86-21-6169 8301

EMAIL [swop@mds.cn](mailto:swop@mds.cn)



## Six trends in the spotlight

swop 2024 will focus on six central industry trends, for example new technology and energy-efficient production lines that emphasise stability and sustainability. Intelligent and automated packaging solutions change production processes and improve efficiency. Intelligent packaging solutions for food processing further advance automation, while sustainable and eco-friendly materials play an ever larger role. Innovative designs for Fast Moving Consumer Goods (FMCG) combine functionality with aesthetic and recyclable, light-weight packaging solutions are becoming increasingly relevant for the booming e-commerce and logistics sector. At swop, these topics are also covered in detail in many special forums and in the accompanying programme. The latest solutions for primary and secondary packaging, green energy technologies and intelligent automation solutions will be presented here.

## Market regulations: staying one step ahead

There are few topics that currently occupy industry players as much as the new and existing regulations at the national and international level. Renowned experts will provide a comprehensive overview of the changes in packaging legislation at the Shanghai World of Packaging. Discussions will focus on the EU PPWR regulation, PCR regulations for food contact materials and the latest developments in green packaging policy in Asia. In addition, swop is organising a forum in cooperation with Made-in-China.com that focuses on strategies for rapid entry into the transnational e-commerce market.

The Shanghai World of Packaging is hosted by Messe Düsseldorf (Shanghai) Co., Ltd. together with Adsale Exhibition Services Ltd. and is part of the portfolio of the interpack alliance.

For more information on exhibiting opportunities, contact the interpack team (Ivania Portillo-Elzer, [PortilloI@messe-duesseldorf.de](mailto:PortilloI@messe-duesseldorf.de))

More information about swop 2024 is available at <https://www.swop-online.com/en/>

## Press team

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

Email: [TautenhahnC@messe-duesseldorf.de](mailto:TautenhahnC@messe-duesseldorf.de)

[HatzigiannidisA@messe-duesseldorf.de](mailto:HatzigiannidisA@messe-duesseldorf.de)



Supported by:



Organised by:

Adsale Exhibition Services Ltd.

PHONE +852-2811 8897

+86-21-5187 9766

FAX +852-2516 5024

+86-21-6469 3665

EMAIL [swop@adsale.com.hk](mailto:swop@adsale.com.hk)



Messe Düsseldorf (Shanghai) Co., Ltd.

PHONE +86-21-6169 8381

FAX +86-21-6169 8301

EMAIL [swop@mds.cn](mailto:swop@mds.cn)



Ms Tina Shen  
Messe Düsseldorf (Shanghai) Co., Ltd.  
Phone: +86-21-6169 8313  
Email: [Tina.shen@mds.cn](mailto:Tina.shen@mds.cn)  
[www.mds.cn](http://www.mds.cn)

Ms Winnie Fung  
Adsale Exhibition Services Ltd.  
Phone: +852-2516 3389  
[swop.hkpr@adsale.com.hk](mailto:swop.hkpr@adsale.com.hk)  
[www.adsale.com.hk](http://www.adsale.com.hk)



Supported by:



Organised by:

**Adsale Exhibition Services Ltd.**

PHONE +852-2811 8897  
+86-21-5187 9766  
FAX +852-2516 5024  
+86-21-6469 3665

EMAIL [swop@adsale.com.hk](mailto:swop@adsale.com.hk)



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

PHONE +86-21-6169 8381  
FAX +86-21-6169 8301  
EMAIL [swop@mds.cn](mailto:swop@mds.cn)

