



swop

PROCESSING & PACKAGING
25th-27 NOVEMBER 2025

SHANGHAI

member of interpack alliance

包装世界（上海）博览会

2025 · 11 · 25 - 27

中国 · 上海新国际博览中心

全球包装展interpack联盟成员

www.interpack-cn.com

展后报告
POST-SHOW REPORT



微信公众号



微信小程序

主办单位 Organized by

ADSALE 雅式®



Messe
Düsseldorf
Shanghai



展会概况 Exhibition Overview

70,000m²

展示面积
Exhibition Area

43,090

观众来自 122 个国家和地区
43,090 Visitors from 122 Countries & Regions

30%

观众数量较 2024 年同比增长 30%
30% Year-on-Year Growth in Attendance

950

展商来自 13 个国家和地区
950 Exhibitors from 13 Countries & Regions

150+

专业参观团
Professional Delegations



2025 年 11 月 27 日，包装世界（上海）博览会（以下简称“swop”）在上海新国际博览中心圆满落幕。swop 2025 共展出 5 个展馆，致力于打造包装产业链展示平台。本届 swop 展示规模超过 70,000 平方米，汇聚了来自中国、德国、意大利、奥地利、法国、土耳其、瑞士、日本、韩国等多个国家和地区的 950 家知名企业参展。

Shanghai World of Packaging (swop) 2025 concluded with resounding success on November 27. Spanning five halls (N1–N5) at the Shanghai New International Expo Centre (SNIEC), the event served as a comprehensive showcase for the entire packaging value chain. This edition covered over 70,000 m², bringing together 950 premier exhibitors from across the globe, including China, Germany, Italy, Austria, France, Turkey, Switzerland, Japan, and South Korea, etc..

三天的展期内，共有来自 122 个国家及地区的 43,090 名专业观众及买家到场参观洽商，较上年同比增长 30%，其中海外观众数量占比为 17.5%，彰显了展会日益增强的国际号召力与行业影响力。展商与买家在 swop 2025 现场积极对接合作机会，围绕产业升级与海外市场拓展展开深入交流，现场凸显出热烈的交易活力。

Over three days, swop 2025 drew 43,090 trade visitors and buyers from 122 countries and regions—marking a significant 30% year-on-year increase. Notably, international attendees comprised 17.5% of the total, underscoring the event's expanding global reach and industry prestige. The exhibition floor buzzed with commercial energy as participants explored strategic partnerships, focused on industrial upgrades and international market expansion.





部分知名参展企业

Renowned Exhibitors of swop 2025 (Partial)



国际支持单位

International Supporting Organization



国内支持单位

Domestic Supporting Organization





观众总体满意度
Visitor Satisfaction

97%

展商总体满意度
Exhibitor Satisfaction

98%

参展商
Exhibitors



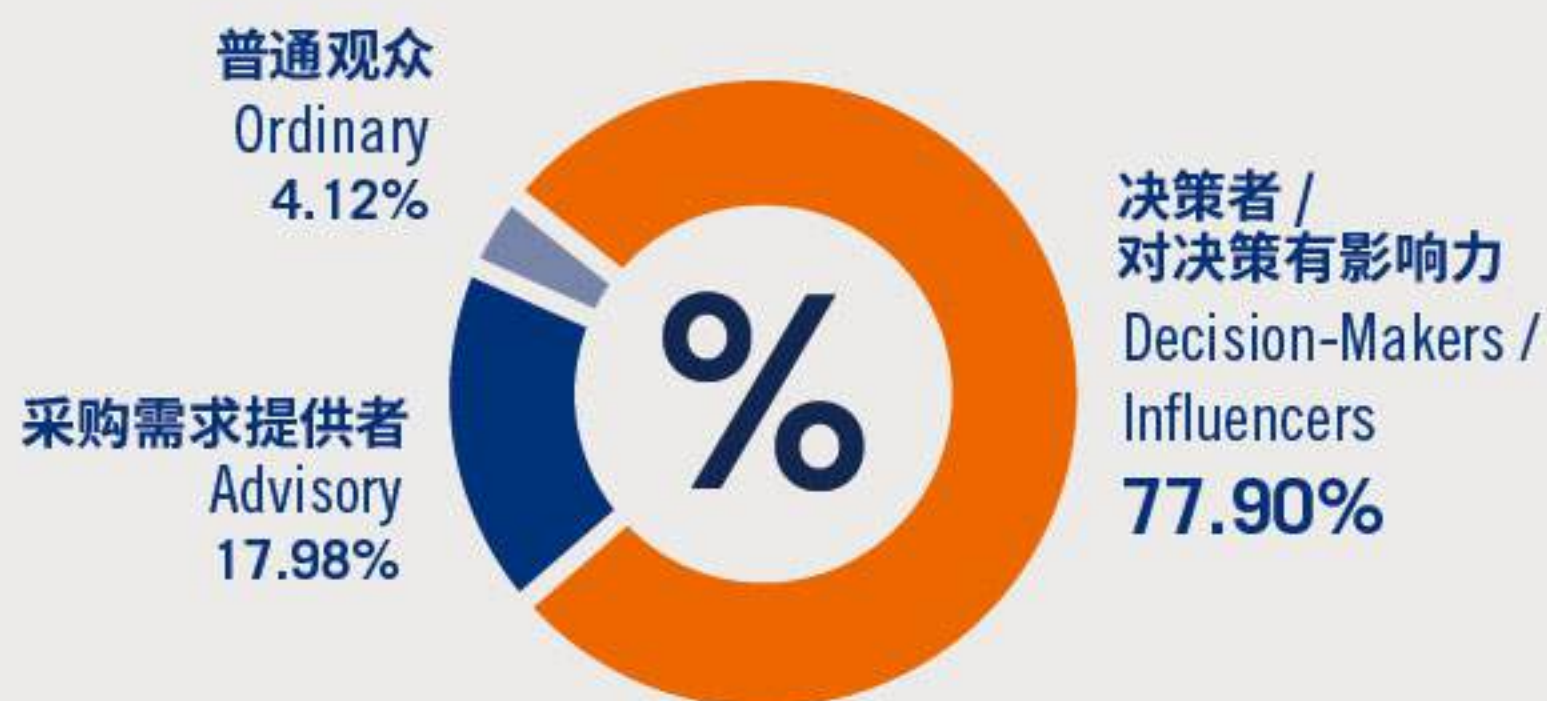
2025	950
2024	903
2023	893
2019	701

观众人数
Visitors



2025	43,090
2024	33,192
2023	29,758
2019	25,193

观众群采购力分布
Visitor Breakdown by Purchasing Power



观众所属行业
Industry Breakdown of Visitors

食品 Food	40.93%
饮料 Beverage	18.65%
甜品 Confectionery	8.81%
烘焙产品 Bakery	8.81%
化妆品及日化用品 Cosmetics & Daily Chemicals	6.74%
非食品消费品 Non-Food Consumer Goods	6.74%
医药 / 医疗器械 Pharmaceuticals & Medical Devices	5.70%
工业品 Industrial Goods	2.59%
其他 Others	1.03%





数据分析

Exhibition Statistics

TOP 25 观众国家和地区分布

Geographic Distribution of Visitors: Top 25 Countries & Regions



海外观众所属行业

Overseas Visitor Profile by Business Industries

终端产品制造商	End-Product Manufacturers	38.20%	包装配件供应商	Packaging Component & Accessory Suppliers	3.00%
包装机械与系统集成商	Packaging Machinery & System Integrators	26.22%	印刷	Printing	2.62%
物流与运输供应商	Logistics & Transportation Providers	8.61%	学院 / 高校 / 科研机构	Academies, Universities & Research Institutes	1.50%
包装制品与容器生产商	Packaging Product & Container Manufacturers	8.24%	设计 / 研发 / 检测机构	Design, R&D & Testing Institutions	1.12%
包装材料供应商	Packaging Material Suppliers	4.87%	行业协会 / 媒体 / 咨询	Industry Associations, Media & Consultancy	1.12%
贸易 / 分销 / 零售	Trade, Distribution & Retail	4.12%	其他	Other	0.38%

观众感兴趣的展品

Products of Interest to Visitors

一次包装机械	17.66%	印刷包装	5.25%	喷码 / 条形码/激光	2.63%
Primary Packaging Machinery		Packaging Printing		Inkjet / Barcode / Laser	
自动化智能包装机械	11.95%	食品、甜品和焙烤食品生产机械和设备	4.39%	包装检测设备	2.55%
Automated & Smart Packaging Machinery		Food, Confectionery & Bakery Production Machinery		Packaging Inspection & Testing Equipment	
包装材料	10.19%	包装容器制造机械	3.77%	制品及设计服务	2.43%
Packaging Materials		Packaging Container Manufacturing Machinery		Products & Design Services	
二次包装机械	9.91%	创新包装原材料	3.63%	包装辅助配套设施	2.03%
Secondary Packaging Machinery		Innovative Packaging Raw Materials		Packaging Auxiliary & Supporting Facilities	
包装制品	8.58%	物流包装材料	3.41%	其他	0.21%
Packaging Products		Logistics Packaging Materials		Others	
塑料包装制造机械	8.17%	药品和化妆品生产机械和设备	3.24%		
Plastics Packaging Manufacturing Machinery		Pharmaceutical & Cosmetics Production Machinery			

会议及现场活动 Concurrent Events

- AI 赋能包装创新论坛
AI+Packaging Innovation Forum
- 2025 节约粮食（中国）论坛暨中国节约粮食设计奖 / 可持续设计奖颁奖仪式
Save Food (China) Forum 2025 and Save Food Design Award & Sustainability Design Award China
- 食品可接触塑料的安全风险及新技术发展论坛
Forum on Safety Risks and New Technology Development of Food-Contact Plastics
- 2025 智能包装设备创新应用与产业赋能峰会
2025 Intelligent Packaging Equipment Innovation Application and Industry Empowerment Summit
- 决胜包装 · 从设计到生产痛点与出海合规的全链路优化
Winning Packaging · Full-Chain Optimization from Design to Production Pain Points and Overseas Compliance
- 健康美丽行业资源对接会
Health and Beauty Industry Resources Matching Meeting
- 包装行业 · 从零开始布局跨境外贸实战论坛
Packaging Industry · Practical Forum on Starting from Zero in Cross-Border Trade
- 布局包装新蓝海
Navigation New Markets in Packaging's Blue Ocean
- swop x CPRJ 塑料包装的数智化减碳革命 —— 从材料创新到循环生态
swop x CPRJ The Digital and Intelligent Carbon Reduction Revolution in Plastic Packaging — From Material Innovation to Circular Ecosystem
- 2025 包装行业产学研大会暨（第二期）2025 绿色包装工程师研修班
Industry-University-Research Cooperation Conference on Packaging Industry 2025 & The 2nd Training Course for Sustainable Packaging Engineers
- interpack 2026 新闻发布会
interpack 2026 Press Conference
- 跨越大陆的对话：欧亚食品包装技术与商机对接论坛
Dialogue Across Continents: Eurasian Food Packaging Technology and Business Opportunity Connection Forum

14场

论坛及活动
Forum and events

97位

演讲嘉宾
Speakers

4200+

参会人次
Participants

商贸配对活动

Business Match-making



179 场次 | 18 个国家及地区 | 115 家企业参与

现场特色活动：链接 · 创新 · 生态

On-site Features: Connection · Innovation · Ecosystem

swop 2025 精心策划现场活动，打造精准对接与深度互动的包装创新生态。展会首日举办“启航盛宴”十周年游轮晚宴，汇聚展商及合作伙伴共庆十载耕耘，共启 interpack China 新篇章。展会现场设置 8 大行业 24 条买家痛点路线，系统覆盖包装全产业链应用解决方案，生动展示包装材料与设备的卓越性能，提升商贸对接效率。同时，“包装极限挑战赛”以趣味直观的互动方式验证产品价值，激发行业创新活力。“包装决策加速器”与“场景智联专区”聚焦智能包装未来，带来前瞻性的 AI 设计工具、智能解决方案及市场白皮书，帮助行业快速响应市场变化，推动产业链各方的价值共创。

swop 2025 featured various on-site events designed to foster a dynamic packaging ecosystem through precision matchmaking and deep engagement. The opening day was highlighted by the “Voyage Gala” 10th Anniversary Cruise Dinner, where exhibitors and partners gathered to celebrate a decade of growth and toast to the new era of interpack China. To streamline trade connectivity, the event introduced 24 specialized buyer itineraries across eight key industries. These routes systematically showcased end-to-end value chain solutions, providing a vivid demonstration of material and equipment performance. Meanwhile, the “Packaging Extreme Challenge” provided a dynamic and engaging platform to demonstrate product value through intuitive interaction, effectively igniting industry-wide innovation. Looking toward the future, the “Packaging Decision Accelerator” and the “Scenario-based Smart Connectivity Zone” showcased cutting-edge AI design tools and smart solutions. Accompanied by strategic white papers, these initiatives empower the industry to adapt swiftly to market shifts and drive synergy and shared growth across the supply chain.

部分终端行业买家

Key Buyers from End-user Industries (Partial)

食品 Food

玛氏集团、亿滋、百胜中国、麦当劳、明治、丘比食品、旺旺集团、三只松鼠、康师傅、日清食品、统一集团、亨氏、好想你、佳格、波力食品、五芳斋、洽洽

Mars, Mondelez International, Yum China, McDonald's, Meiji, Kewpie, Want Want Group, Three Squirrels, Master Kong (Tingyi), Nissin, Uni-President, Heinz, Haoxiangni (Pitta), Standard Foods, Boli Foods, Wufangzhai, ChaCha Food

甜品 Confectionery

玛氏箭牌、雀巢、费列罗、歌帝梵、不凡帝范梅勒、冠生园、好丽友、喜之郎、詹记食品、泸溪河、太古、明治、妙可蓝多、通用磨坊

Mars Wrigley, Nestlé, Ferrero, Godiva, Perfetti Van Melle, Guanshengyuan, Orion, Strong (Hizhizhu), Zhan Ji Foods, Luxihe, Taikoo, Meiji, Milkground, General Mills

饮料 Beverages

星巴克、帝亚吉欧、可口可乐、百事、元气森林、古茗、菓子熟了、达能、君乐宝、味全、Oatly、娃哈哈、香飘飘、伊利、连咖啡、三顿半咖啡、库迪咖啡、燕京啤酒、光明乳业

Starbucks, Diageo, Coca-Cola, PepsiCo, Genki Forest, Guming Tea, Guozishule, Danone, Junlebao Dairy, Weichuan Foods, OATLY, Wahaha, Xiangpiaopiao, Yili Group, Coffee Box, Saturnbird Coffee, Cotti Coffee, Yanjing Beer, Bright Dairy

烘焙 Bakery

曼可顿食品、桃李面包、凯司令、金佰利、85 度 C、Sunflour、红宝石、元祖食品、面包新语、山崎面包、维益、欧焙佳、心颖烘焙、绿柳居

Mankattan Food, Toly Bread, Kaisiling, Kimberly (Bakery), 85°C Bakery Café, Sunflour Bakery, Ruby Bakery, Ganso Foods, BreadTalk, Yamazaki Baking, Wilber Farms, O'Better, LILIO DELI

日化 Cosmetics

欧莱雅中国、联合利华、宝洁、拜尔斯道夫、自然堂、资生堂、科赴中国、香奈儿、高露洁、上海家化、珀莱雅、贝德玛、蓝月亮、贝亲

L'Oréal China, Unilever, P&G, Beiersdorf, Chando, Shiseido, Kenvue China, Chanel, Colgate-Palmolive, Shanghai Jahwa, Proya, Bioderma, Bluemoon, Pigeon Corporation

医药 Pharmaceuticals

健合集团、赫力昂中国、复星医药、纽迪希亚、雷允上、华熙生物、扬子江药业、药明康德、同仁堂、康宝莱、润康药业、华康药业、住友制药、联合制药、松华药业、泰尔茂医疗、诺力昂

Health and Happiness (H&H) Group, Haleon China, Fosun Pharma, Nutricia, Leiyunshang, Bloomage Biotech, Yangtze River Pharmaceutical, WuXi AppTec, Tong Ren Tang, Herbalife, Runkang Pharmaceutical, Huakang Pharmaceutical, Sumitomo Pharma, Unipharm, songhuayaoye, TURUMO, Nouryon

工业品 Industry Goods

西门子、博世、施耐德、欧姆龙、顺丰速运、巴斯夫中国、ABB、库卡、汉高、陶氏、壳牌、罗克韦尔自动化、三菱电机、卡特彼勒、汇川、特斯拉、理想汽车、零跑汽车、比亚迪、贺利氏、舍弗勒、中通、3M 中国、立邦涂料、三棵树漆

Siemens, Bosch, Schneider Electric, OMRON, SF Express, BASF China, ABB, KUKA, Henkel, Dow, Shell, Rockwell Automation, Mitsubishi Electric, Caterpillar, Inovance, Tesla, Li Auto, Leapmotor, BYD, Heraeus, Schaeffler, ZTO Express, 3M China, Nippon Paint, 3trees

非食品消费品 Non-food

华为、联想、OPPO、美的集团、华硕、罗技、乐高、宜家、佳能、松下、苏泊尔、得力集团、爱普生、晨光文具、国誉、无印良品、迪卡侬、优衣库、宝可梦、美特斯邦威、膳魔师、顾家家居、美罗家纺、友邦家具、爱玛、周大福

Huawei, Lenovo, OPPO, Midea Group, ASUS, Logitech, LEGO, IKEA, Canon, Panasonic, Supor, Deli Group, Epson, M&G Stationery, Kokuyo, MUJI, Decathlon, UNIQLO, The Pokémon Company, Metersbonwe, Thermos, KUKA, MEILUO, YB, Aima, Chow Tai Fook



部分行业合作媒体 Media Partners (Partial)

国外合作媒体 Foreign cooperating media



国内合作媒体 Domestic cooperating media



展商评语

Exhibitor Testimonials

感恩 swop 十年沃土，滋养创新。展望未来，这片热土更需开拓。永创携人形机器人等尖端包装科技，与 swop 并肩，永续创新，共铸智能包装新未来！

—— 陈鹤，总经理
杭州永创智能设备股份有限公司

We are deeply grateful to swop; over the past decade, this fertile ground has been a catalyst for innovation. As we look ahead, this vibrant platform offers even greater frontiers for exploration. Together with swop, Youngsun is proud to showcase cutting-edge technologies—including our humanoid robotics—to sustain the momentum of innovation and forge a new future for intelligent packaging.

—— Chen He, General Manager
Hangzhou Youngsun Intelligent Equipment Co., Ltd.

谨向 swop 团队全体成员致以热烈祝贺，祝贺你们达成这一非凡里程碑——十年间持续推动包装行业向前发展！值此十周年庆典之际，我们献上最诚挚的祝福：愿创新永续：愿 swop 继续成为创新的北极星，不仅展现包装行业的未来图景，更积极塑造其发展方向。愿可持续发展更强劲：回顾十年历程，我们期盼 swop 成为推动循环经济解决方案的更强劲引擎。愿全球联结更紧密：愿 swop 作为连接东西方、联结供应商与品牌、贯通理念与实践的全球桥梁日益壮大。

—— Mercè Terrés, 总经理
墨氏包装技术（上海）有限公司

Congratulations to the entire swop team on this remarkable milestone — a decade of driving the packaging industry forward! On this special 10th anniversary, we extend our warmest wishes:

A Wish for Continued Innovation: We wish for swop to continue being the North Star for innovation, not just showcasing the future of packaging, but actively shaping it.

A Wish for Greater Sustainability: As we celebrate the past 10 years, our wish for the future is that swop becomes an even more powerful catalyst for circular economic solutions.

A Wish for Global Connection: Finally, we wish for swop to grow even stronger as a global bridge, connecting East and West, suppliers and brands, and ideas with execution. Happy anniversary!

—— Mercè Terrés, General Manager
Mosca Direct Shanghai Co., Ltd.

热烈祝贺 swop 2025 圆满落幕！期待下一个十年我们继续携手共进，开启合作共赢的新篇章。

—— 丁恐后，中国销售经理
乌曼包装技术（上海）有限公司

Warmest congratulations on the successful conclusion of swop 2025! We look forward to another decade of partnership, continuing our journey together to open a new chapter of mutual success and shared growth.

—— Ding Konghou, China Sales Manager
Uhlmann Packaging Systems (Shanghai) Co., Ltd.

在 swop 2025 包装世界（上海）博览会上，江苏汤姆智能装备有限公司的亮相备受瞩目。作为国家级专精特新重点小巨人企业，常州市五星级明星企业，汤姆智能装备展现了其在智能灌装与包装整体解决方案领域的深厚实力。此次参展，公司不仅与全球上千家行业领军企业同台交流，更借助 swop 展会平台，向全球客户展现了推动工业 4.0 智能化转型的“中国智造”力量，彰显了汤姆作为行业领跑者的创新活力与责任担当。

—— 汤建华，总裁
江苏汤姆智能装备有限公司

Jiangsu TOM Intelligent Equipment made a standout appearance at swop 2025, capturing significant industry attention. As a nationally recognized 'Little Giant' enterprise and a five-star company in Changzhou, we demonstrated our proven capabilities in intelligent filling and turnkey packaging solutions. At swop 2025, TOM was proud to stand alongside over a thousand global industry leaders, utilizing this platform to showcase the strength of 'Intelligent Manufacturing in China.' By driving the strategic transition toward Industry 4.0, we continue to demonstrate the innovative vitality and corporate responsibility expected of an industry frontrunner.

—— Tang Jianhua, CEO
Jiangsu TOM Intelligent Equipment Co., Ltd.



本届 swop 包装展规模宏大，展品丰富，汇聚全球前沿技术与创新成果。其全产业链展示及国际化平台，为行业提供深度交流与合作机会，引领包装行业迈向智能化、绿色化新高度。

—— 吴伟诚，华东地区总监
广东美联新材料股份有限公司

swop 2025 stood out for its immense physical footprint and the sheer diversity of its exhibits, serving as a premier destination for global breakthroughs and innovative solutions. By offering an international platform that encompasses the entire value chain, the event fostered high-level dialogue and strategic partnerships, driving the industry toward a smarter and more sustainable future.

—— Mr. Wu Weicheng, East China Regional Director
Malion New Materials Co., Ltd.

swop 2025 整体给人的感受非常好，无论是展会规模、现场人气，还是专业观众的质量，都保持在行业内的高水准。展会集中展示了包装行业最新的材料、技术和应用方向，现场交流氛围务实而高效。来自上下游产业链的客户与合作伙伴齐聚一堂，为深入沟通和实际合作创造了很多机会。对海顺新材而言，swop 不只是业务对接的平台，更是一个能够直观展示技术实力、品牌形象和行业影响力的重要舞台。

—— 李俊，非药包事业部总经理
浙江海顺新材料有限公司

swop 2025 delivered an exceptional experience across every metric—from its impressive scale and vibrant energy to the high caliber of trade visitors. The event provided a concentrated showcase of the latest material and technological advancements within a highly efficient, results-oriented environment. For HySum, swop has evolved beyond a mere networking platform; it has become a strategic stage where we can demonstrate our technical prowess, brand identity, and global influence.

—— Mr. Li Jun, General Manager
Non-Pharmaceutical Packaging Division
HySum Flexibles Limited

本次 swop 2025 展会主题聚焦且专业度十足，从技术展示到趋势论坛都紧扣包装行业的绿色与智能升级，为我们创造了深度链接行业资源的机会。力劲塑机携新一代高速节能注塑设备亮相，不仅收获了海内外客户的高度认可，更通过与同行的交流碰撞，明确了未来技术迭代的方向。感谢主办方打造如此优质的行业盛会，我们期待未来能继续共探产业新机遇。

—— 刘莹莹，副总裁
力劲集团

swop 2025 stood out for its thematic focus and professional execution. Every element—from the technology showcases to the trend forums—was perfectly aligned with the industry's shift toward sustainable and intelligent upgrades. LK Group was proud to debut our latest generation of high-speed, energy-saving injection molding equipment, earning widespread acclaim from a global clientele. Beyond commercial success, the high-level exchanges with our peers have sharpened our R&D roadmap for future innovations. We thank the organizers for such a premier event and look forward to shaping the future of the industry together.

—— Lucia Liu, Vice President
LK Group



swop 2025 成功举办并圆满收官，本届展会汇聚了众多海内外终端买家与行业领先展商，现场活动精彩纷呈，交流互动热烈。面对内销市场的广阔空间，swop 展现出强劲的国际化韧性与潜力。展望未来，展会将于 2026 年正式升级为 interpack China，以此为契机，将持续放大其国际终端客户资源优势，并深耕内销市场对接，引领展会迈向水平更高、成效更实的新阶段。

——邱人建，副秘书长
上海市包装技术协会

swop 2025 concluded on a high note, serving as a premier meeting point for a prestigious assembly of global brand owners and industry-leading exhibitors. Throughout the event, a series of compelling onsite activities fostered a vibrant atmosphere of professional exchange and strategic dialogue. Navigating the vast horizons of the domestic market, swop continues to demonstrate its exceptional international resilience and enduring growth potential. The 2026 transition to interpack China will be a strategic milestone—leveraging the power of the global interpack network to amplify end-user resources and deepen domestic market synergies. This evolution will undoubtedly propel the exhibition toward a new era of elevated professional scale and tangible commercial impact.

——Qiu Renjian, Deputy Secretary-General
Shanghai Packaging Technology Association

swop 2025 再次证明了其作为包装行业发展风向标的价值。对于我们协会的众多技术骨干而言，这不仅是一个洞察智能包装、可持续材料等前沿技术的绝佳窗口，更是一个难得的业务能力提升平台。尤为令人振奋的是，明年展会将全面升级为 interpack China，这无疑将为行业注入更强大的全球视野与 interpack 品牌的创新基因。我们期待这一战略升级能引领我们的会员单位更深度地融入全球包装产业链，获取更多前沿技术与解决方案。

——郑婉芬，秘书长
上海市浦东新区印刷行业协会

swop 2025 has reaffirmed its status as the definitive barometer for the packaging industry. For our technical experts, it provided a premier window into the frontiers of intelligent packaging and sustainable materials, while serving as an invaluable platform for professional development. The upcoming evolution into interpack China is particularly inspiring; it will infuse the sector with a broader global perspective and the innovative DNA of the interpack brand. We anticipate this strategic shift will empower our members to integrate more deeply into the global value chain, granting them direct access to world-class technologies and solutions.

——Zheng Wanfen, Secretary-General
Shanghai Pudong New Area Printing Industry Association

swop 一如既往地展现了其高度的专业性与国际化水准，极大地促进了我们与国内外顶尖供应商及行业同仁的深度对接。获悉展会将焕新升级为 interpack China，我们倍感期待！这预示着来自全球顶尖的 interpack 资源与理念将直接赋能中国本土市场。对于正在寻求高端化、智能化转型的丹阳企业而言，这提供了一个与世界级技术及伙伴对接的绝佳机遇。

——潘丽娜，秘书
丹阳市印刷行业协会

swop has consistently demonstrated exceptional professionalism and world-class standards, playing a pivotal role in facilitating high-level engagement between our members and leading global suppliers. We are thrilled by the strategic evolution of the exhibition into interpack China. This transition signifies that the premier resources and visionary concepts of the global interpack alliance will directly empower the Chinese market. For Danyang-based companies pursuing high-end and intelligent transformation, this presents an unparalleled opportunity to align with world-leading technologies and global partners.

——Pan Lina, Secretary
Danyang Printing Industry Association

本届展会整体效果良好，现场人气较足，展商质量与配套的互动、论坛内容均有较高水准，为行业交流提供了优质平台。期待未来能引入更多聚焦包装创新、创意设计与材料研发的展商，帮助观众特别是品牌方获取更前沿的灵感与趋势参考。

——陈莉，原料分会秘书长
浙江省健康产品化妆品行业协会

swop 2025 has proven highly impactful, characterized by a bustling onsite atmosphere and a distinguished gathering of industry-leading exhibitors. The seamless integration of concurrent forums and interactive sessions maintained a rigorous professional standard, offering a premier ecosystem for cross-sector exchange. Moving forward, we look forward to an even greater focus on exhibitors specializing in packaging innovation, creative design, and materials R&D. This strategic emphasis will further empower visitors—particularly brand owners—to capture cutting-edge inspiration and stay ahead of emerging industry trends.

——Chen Li, Secretary-General of Raw Materials Branch
Zhejiang Health Products and Cosmetics Association



本次上海包装展以“智能、绿色、创新”为主线，全面呈现了行业趋势，为企业包装升级与品牌发展提供了重要启发。衷心感谢精心组织与全程服务，现场看到的绿色节能包装技术尤为实用，我们正推动后续对接与落地，并期待下一届活动。

—— 范吉亮, 秘书长
合肥市绿色食品协会

Themed around 'Intelligence, Sustainability, and Innovation,' swop 2025 offered a comprehensive overview of industry trends, providing vital insights for companies seeking packaging upgrades and brand evolution. We sincerely appreciate the meticulous organization and seamless service. The green and energy-efficient technologies showcased were exceptionally practical; we are currently facilitating follow-up partnerships and implementation, and eagerly look forward to the next edition.

—— Fan Ji liang, Secretary-General
Hefei Green Food Association

这次 swop 展让我非常震撼，它带来了许多新材料、新工艺和新设备。特别是在可降解材料这块，包括一些高端的双向拉伸薄膜等，这也是我们公司生产的无机非金属粉体应用的重要领域。作为企业来说，swop 给了我们很多技术这块的灵感；在协会这块，我们收集到了很多新材料新设备的信息，也让我看到了我们江西本土的塑料企业与国外技术的一些差距。

最后预祝 swop 展会越办越红火，影响力越来越大。

—— 江西省塑料工业协会 / 党支部书记副会长
江西广源化工有限责任公司

swop 2025 was truly impressive, showcasing a sophisticated array of new materials, processes, and equipment. The breakthroughs in biodegradable materials—particularly high-end biaxially oriented films—represent a critical application field for our company's inorganic non-metallic powders. From a corporate perspective, swop served as a powerful catalyst for technical inspiration. For our association, the event provided invaluable market intelligence and a clear benchmark, highlighting the path for local Jiangxi plastics companies to align with international technological standards.

I sincerely wish swop continued prosperity and ever-growing global influence.

—— Party Branch Secretary & Vice President,
Jiangxi Provincial Plastics Industry Association
(Jiangxi Guangyuan Chemical Co., Ltd.)

我这次来 swop 展会给我最深的印象是蓬勃活力，从我走过的五个展馆来看，有机械设备、材料、技术，甚至是设计和营销，我觉得是全方面的一个展示，国际黑科技、绿色包装等特色专区，也处处都彰显着行业的前瞻视野。我也参加了论坛，话题围绕有智能包装、出海合规等热点内容，这不仅直击我们行业的痛点，还跟我们协会的抱团出海战略形成共振，明年可能会跟更多的协会会员一起过来参与学习。

—— 副秘书长
深圳塑料协会

The most striking impression of swop 2025 was its palpable vitality. Across all five halls, the exhibition delivered a truly holistic showcase—seamlessly integrating machinery and materials with design and marketing strategies. The specialized zones for breakthrough technology and sustainable packaging perfectly captured the industry's forward-thinking vision. Furthermore, the forums on smart packaging and overseas compliance directly addressed critical industry pain points, resonating perfectly with our association's strategy for collective global expansion. We are already planning to bring a larger delegation next year to learn and grow with the event.

—— Deputy Secretary-General
Shenzhen Plastics Association

观众及协会评语

Testimonials from Visitors and Industry Associations



这是我们首次参观 swop 展会，展会的规模以及丰富多样的供应商阵容给我们留下了深刻印象。作为全球重要的包装生产国之一，巴西在食品饮料、医药、个人护理产品以及快速增长的宠物食品领域拥有强劲需求，展会展示的塑料及可持续包装解决方案与巴西市场高度契合。我们期待下年再次参观，持续推动巴西包装产业与全球创新资源的对接。

——Arthur de Paula Guimarães先生，总经理
中国巴西商会

This was our first visit to swop, and we were highly impressed by the exhibition's scale and the wide variety of suppliers on display. As one of the world's leading packaging producers, Brazil has strong demand across food and beverage, pharmaceuticals, personal care, and the rapidly growing pet food sector. The solutions presented—particularly in plastic and sustainable packaging—aligned well with Brazil's market needs. We look forward to visiting interpack China next year as it continues to connect Brazil's packaging industry with global innovation and partners.

——Mr. Arthur de Paula Guimarães, General Manager
China-Brazil Chamber of Commerce

我参加过全球多个专业展览，这次参展体验特别令人印象深刻。swop 2025 展会主题鲜明，参展商高度集中，参观效率非常高。我们相信中国供应链在成本优势与创新能力上的双重优势，能为欧洲市场提供极具竞争力的解决方案。主办方提供的商贸配对服务细致且高效，有效帮助我们与目标企业对接。展会现场的细心安排也营造了愉快且宾至如归的体验。总的来说，此行收获颇丰，我们期待未来的合作。

——Krastio Vesselinov BELEV先生，中国首席代表
保加利亚-中国商务发展协会（保加利亚）

Having attended several professional exhibitions globally, I found this visit particularly impressive. swop 2025 was highly focused, with a concentrated presence of exhibitors, making it very efficient. We are confident that China's supply chain strengths in both cost efficiency and innovation can offer competitive solutions for the European market. The business matching service provided by the organizer was thoughtful and effective in connecting us with target companies. The thoughtful details at the venue also created a pleasant and welcoming experience. Overall it was a productive visit, and I look forward to future cooperation.

—— Mr. Krastio Vesselinov BELEV, Chief Represent China
Bulgarian-Chinese Business Development Association
(Bulgaria)

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2015 年初遇 swop 的惊艳，展会始终以蓬勃之姿引领行业变革。从智能包装解决方案到可持续材料创新，swop 不断突破边界，为从业者搭建起洞察趋势、链接资源的生态平台。感谢这份与时俱进的陪伴，愿与 swop 共同书写包装产业的下一个黄金十年！

——葛磊，研发部
苏州丰连实业有限公司

Ever since my first encounter with swop in 2015, I have been consistently impressed by how the exhibition spearheads industry transformation. From intelligent packaging solutions to sustainable material innovations, swop continues to push boundaries, building a premier ecosystem for trend insights and resource integration. We value this partnership that has grown alongside us, and we look forward to shaping the next 'Golden Decade' of the packaging industry together with swop!

—— Ge Lei, R&D Department
Suzhou Unisupply Industrial Co., Ltd.



欢迎参观 WELCOME N1-N5



本届 swop 以其卓越的规模与前瞻性内容，为我们呈现了一场包装科技的盛宴。展馆布局清晰合理，汇聚了海量优质厂商，成功吸引了国内外包装行业同仁的目光。高效的观展路线设计让我们能够轻松步行至各个展区，极大地提升了参观效率，我们的团队得以全面深入地考察了每一个细分领域。主办方的专业服务也保障了此次收获丰硕的参观体验。

—— 江速杰, 研发部
苏州美盈森环保科技有限公司

swop 2025 set a high standard, combining an impressive exhibition scale with forward-thinking insights to showcase the forefront of packaging technology. The well-organized layout and the diverse gathering of premium suppliers successfully facilitated deep engagement with industry peers from around the globe. We found the navigational design particularly effective, allowing our team to explore all specialized sectors with ease and maximize our onsite research efficiency. This seamless organizational excellence ensured a highly productive and rewarding experience for our delegation.

—— Jiang Sujie, R&D Department
Suzhou MYS Environmental Technology Co., Ltd.

感觉swop展会规模非常大,设备非常齐全,包含了包装、食品各个领域,对企业有很大的帮助。因为我们现在不管是老字号企业还是新企业,都需要发展前进,拥抱新科技,swop展会能让我们企业不需要花太大的精力,到展馆来,就能了解各个厂家的设备,便于我们企业之间相互学习交流。

—— 南京古南都集团 / 绿柳居 (餐饮品牌)

swop 2025 impressed us with its extensive scale and comprehensive reach, covering every essential link in the packaging and food production chains. For both established heritage brands and rising startups, staying ahead means embracing the next wave of technological innovation. swop serves as a highly efficient 'one-stop' hub, allowing us to evaluate a diverse range of equipment from various manufacturers all under one roof. This centralized experience significantly streamlines our technology scouting process and fosters meaningful cross-industry exchange.

—— Nanjing Grand Group / LV LIU JU (Catering Brand)

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