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Shanghai World of Packaging 2017

Shanghai New International Expo Centre

Shanghai, China, 07-10 Nov., 2017

**swop – A Unique Platform Offering Entire Value Chain of the Processing and Packaging Industry in China**

* **Exhibitor registrations at a record level**
* **Visitor registration is hot**
* **Support programme with SAVE FOOD, innovationparc, components and**

 **FMCG future zone**

The leading processing and packaging trade fair targeting not only China but the whole Asian region – Shanghai World of Packaging (swop) will be held at the Shanghai New International Expo Center on **November 7-10, 2017**. Currently, the number of companies confirmed to exhibit swop 2017 rose by 50% compared to the last show. MULTIVAC, HP, RPC, AOKI, HOARUF along with plenty of leading packaging related enterprises from overseas and domestic will present their latest machineries, technology and services during swop 2017.

**Covering the entire processing and packaging industry value chain**

After joining interpack alliance in 2017, swop has benefited from sharing the global network and industrial resources of the world’s leading processing & packaging trade fair. Currently, swop has received substantial support from plenty of major processing & packaging industry associations worldwide including Flexible Packaging Europe (FPE), UCIMA (Italian Packaging Machinery Manufacturers' Association), Verband Deutscher Maschinen und Anlagenbau (VDMA) etc.

swop addresses the target groups of food, beverages, confectionery, baked goods, pharmaceutics, cosmetics, non-food consumer goods and industrial products in key emerging markets. Domestic and regional manufacturers of processing and packaging machinery will receive a boost in their search for business, innovation and development opportunities. swop is an excellent display and communication platform for the entire packaging industry. Regardless of whether you are a manufacturer of processing and packaging machinery equipment or a supplier of packaging materials and products, swop 2017 will not only provide you with an immediate "supply and demand" platform for the packaging market, but will also give you insights into future packaging trends.

**SAVE FOOD - special theme debuts at swop 2017 and receives enormous interest**

The SAVE FOOD initiative from the partners Messe Düsseldorf, the Food and Agriculture Organization of the United Nations (FAO) and United Nations Environment Programme (UNEP), aims to reduce global food waste and losses. In order to do so, it promotes interdisciplinary dialogue and sparks debate with the goal of generating solutions, across the entire value chain “from field to fork”. More than 850 leading global enterprises, organizations and research institutes have joined SAVE FOOD, such as BOSCH, Dow, Dupont, Tetra Pak, Siemens, etc.

SAVE FOOD debuts in China during swop 2017 with a featured area and forum to share information with the public, especially the suppliers of solid foods, liquid foods, fresh foods and agricultural products. The problems of food waste, extending the shelf life of food and preventing spoilage and damage during transportation will also be addressed. It has attracted many socially responsible suppliers with innovative skills in the packaging industry to attend, including **MULTIVAC, Dupont, Berry Global, Danbell Equipment, TOMRA, Printpack, Beijing Lantsai**. **Xiamen Changsu.**

**Upgraded "FMCG Future Zone"**

The first swop built a successful area for "Packaging Materials and Products" in cooperation with "Packaging Family", a non-profit organization and community for packaging with more than 400 members. Compared with the “Packaging Materials & Products Zone” of last swop, this year’s “FMCG Future Zone” will be three times as large with a more distinctive theme. It is expected to attract more than 600 well-known manufacturers of various packaging materials and products both domestically and abroad, covering plastics, metals, glass, paper products, wood products, printing ink and adhesives. These manufacturers will be exhibiting high-quality products for FMCG users, creating a cross-boundary exchange platform and improving the brand competitiveness of manufacturers.

At the same time, a high-end FMCG forum will be held to invite its end enterprise members to discuss hot topics in FMCG industries like food, beverage, daily care, cosmetics, pharmaceutical, etc.

**innovationparc – Innovative Packaging, Intelligent Solutions & Packaging Industry 4.0**

The organizers will also introduce ‘innovationparc’, a unique area for the future development of innovative packaging. It will also showcase intelligent devices and solutions for the entire industry chain of innovative packaging. Exhibitors and visitors will come together to explore possibilities for the future of packaging innovation, both in ecological and economic terms.

**New show ‘components for processing and packaging’**

‘components’ debuted as an exhibition parallel to interpack in 2014, and will now be introduced to swop 2017. The trade fair targets companies specialising in motors and drive technology, control and sensor technology, products for machine vision, handling technology, industrial software and communication as well as complete automation systems for packaging machines. It is also directed at manufacturers of machine parts, components, accessories and peripheral equipment and of components and auxiliaries for packaging means.

**China – A dynamic growth market for packaging and related processes**

**Visitor registration is hot**

More than **30,000** visitors of the packaging, purchasing, engineering and other decision-making departments from end-user industries are expected to visit. Since the launch of visitor pre-registration, many established FMCG enterprises have registered for swop 2017, including **Yum, Pepsi, Bright Dairy, Mengniu Dairy, Abbott, Unilever, COTY, Johnsons and Nivea**.

For more information on swop, please visit the official website www.swop-online.com or follow us via facebook (<https://www.facebook.com/swop.sh/>) to keep updated with the exhibition.

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**Press Contact:**

Ms. Echo Li

Messe Düsseldorf (Shanghai) Co., Ltd.

Tel +86-21-6169 8337
Fax +86-21-6169 8301

[echo.li@mds.cn](file:///C%3A%5CUsers%5Chatzigiannia%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CEW6YQS8N%5Cecho.li%40mds.cn)

www.mds.cn

Ms. Minna Mui

Adsale Exhibition Services Ltd.

Tel +852-2516 3343

Fax +852-2516 5024

[swop.hkpr@adsale.com.hk](file:///C%3A%5CUsers%5Chatzigiannia%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CEW6YQS8N%5Cpfp%40adsale.com.hk)

www.adsale.com.hk

Ms. Cheng Jianying

China Center for Food and Drug International Exchange (CCFDIE)

Tel +86-10-8221 2866

Fax +86-10-82212857

chengjy@ccfdie.org

www.ccpie.org

**Organizer background information**

**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 industry leading trade fairs to China and providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. With a workforce of some 70 fulltime employees, the company’s head office is located in Shanghai with a branch office in Beijing. 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 office in Hong Kong. Visit <http://www.mds.cn> for more information.

**Adsale Exhibition Services Ltd.**

Adsale Exhibition Services Ltd was established in Hong Kong in 1978. It is the organizer of Chinaplas which is Asia’s no. 1exhibition on plastics and rubber industries. Adsale is also the organizer of Sino-Pack, Sino-Label and Printing South China. 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 20 industries, including plastics &rubber, textiles & garments, building & lighting, power & electrical equipment, automobile & auto accessories, packaging technology &products, printing &labels, woodworking & furniture, heating &boiler technology and so forth, to satisfy international suppliers’ needs of tapping into the Chinese and Asian markets. The Group has liaison offices in Beijing, Shanghai, Shenzhen and Singapore, with a staff of over 300.

**China Center for Food and Drug International Exchange**

China Center for Food and Drug International Exchange, as an independent institutional legal person, is a public institution affiliated to China Food and Drug Administration (CFDA). By centering on the functions and work priorities of CFDA, CCFDIE undertakes international exchanges and cooperation through non-governmental channels, organizes and implements international exchange and cooperation programs among enterprises, scientific research institutions, social organizations, foundations as well as foreign institutions.