

# swop<sup>®</sup> 包装世界 (上海) 博览会

SHANGHAI  
WORLD OF  
PACKAGING

2015.11.17-20

Shanghai New International Expo Centre, China

中国·上海新国际博览中心



包装材料生产与加工  
packaging materials and packaging  
production and processing



医药化妆品包装与加工  
pharmaceutical and cosmetics  
packaging and processing



食品包装与加工  
food packaging and processing



整批包装加工与运输  
bulk & outer packaging and  
transportation

四展合一  
4 in ONE

## 展后报告 SHOW REPORT



swop包装世界上海博览会



CHINA-PHARM展览会

[www.swop-online.com](http://www.swop-online.com)

主办单位  
Organized by



中国食品药品国际交流中心  
China Center for Food and Drug  
International Exchange (CCFDIE)



杜塞尔多夫展览 (上海) 有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd.



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制造业联合会

包装世界 (上海) 博览会是interpack全球系列展成员,也是荟萃加工与包装业界顶尖品牌和专业人士的国际展览盛会。由国际包装材料生产及加工工业展览会 (PacPro Asia)、中国国际医药 (化妆品) 工业展览会暨技术交流会 (CHINA-PHARM)、中国国际食品加工及包装技术和设备展览会 (FoodPex) 和国际整批包装机械及技术展览会 (BulkPex) 四大专业展览组成。2015包装世界 (上海) 博览会坐拥新国际博览中心的五大展馆,吸引了来自世界各地的众多参展商和观众。

swop, as a member of the interpack global portfolio packaging & processing, is an international hub for top brands and professionals in the processing and packaging industries. With its four professional exhibitions, PacPro Asia, CHINA-PHARM, FoodPex and BulkPex, swop 2015 occupied 5 halls in SNIEC (Shanghai New International Expo Centre) and attracted numerous exhibitors and visitors from all around the world.

展览面积

Exhibition Area

**50,000 m<sup>2</sup>**

参展商数量

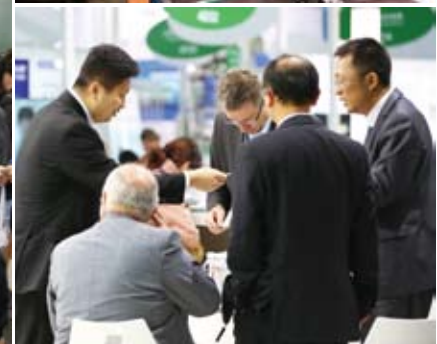
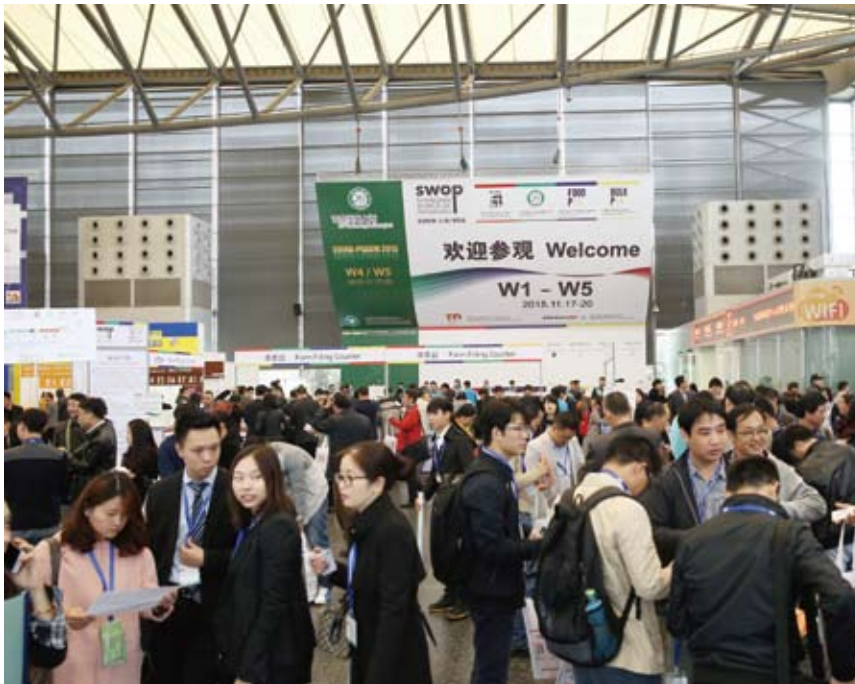
No. of Exhibitors

**751**

观众数量

No. of Visitors

**22,626**



## 25个参展国家和地区 Exhibiting Countries and Regions

澳大利亚、奥地利、比利时、加拿大、中国、丹麦、法国、德国、香港地区、印度、印尼、爱尔兰、意大利、日本、荷兰、巴基斯坦、波兰、新加坡、韩国、瑞典、瑞士、中国台湾、土耳其、英国、美国

Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Netherlands, Pakistan, Poland, Singapore, South Korea, Sweden, Switzerland, Taiwan, Turkey, United Kingdom, U.S.A

## 国际展团和展示区 International Pavilion & Group

德国、意大利、中国台湾、土耳其、英国

Germany, Italy, Taiwan, Turkey, United Kingdom

## 展商对展会的评价 Exhibitor Comments on the Fair

89%

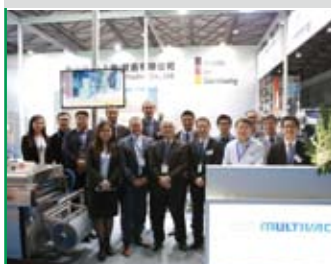
计划参加2017包装世界 (上海) 博览会

Intended to participate in swop 2017 in Shanghai

84%

会向其他公司推荐本展会

Would recommend the participation at this fair to other companies



吴娟女士  
莫迪维克亚太区市场经理，中国

“实际上我们从来没有在第一次开展的展会上参展。首届swop展非常不错，有很多观众前来我们的展位咨询洽谈，完全超出我们的预期！”

Ms. Wujuan, Marketing Manager Asia of Multivac, China

"Actually we never exhibited at a show held for the first time. The premier swop is really good and has lots of visitors, which really went beyond our expectations."



Kai Büntemeyer先生  
KOLBUS GmbH & Co. KG, 德国

“swop对于我们努力去适应要求越来越严苛的中国客户至关重要。现在的客户需求的不再仅仅是简单的机器，而是完整复杂的解决方案。我们在swop现场接触了一些极有意向的客户，甚至卖出了一台机器。”

Mr. Kai Büntemeyer, KOLBUS GmbH & Co. KG, Germany

"swop is a very important part of our efforts to adapt to a more and more demanding clientele in China. Customers require complex solutions, not single machines. We have had some very promising contacts and even sold the tint of our new machines."



何建峰先生  
江苏新美星包装机械股份有限公司总经理，中国

“花费数年时间研发的智能立体仓储系统在swop展会的火爆程度远超我们的想象。现场众多食品、饮料、医药行业的朋友来展位参观交流，热度很高。”

Mr. He Jianfeng, General Manager, Newamstar Packaging Machinery Co., Ltd., P.R. China

"We never expected that our intelligent warehouse system, for which we spent years building, would be so popular at swop. We had lots of visitors from the food, beverage and pharmaceutical industry that came to our booth and asked for our products. We never imaged such a run onsite."

观众数量  
No. of Visitors **22,626**

买家来自全球  
Visitors' Origins **77** 个国家和地区  
countries and regions

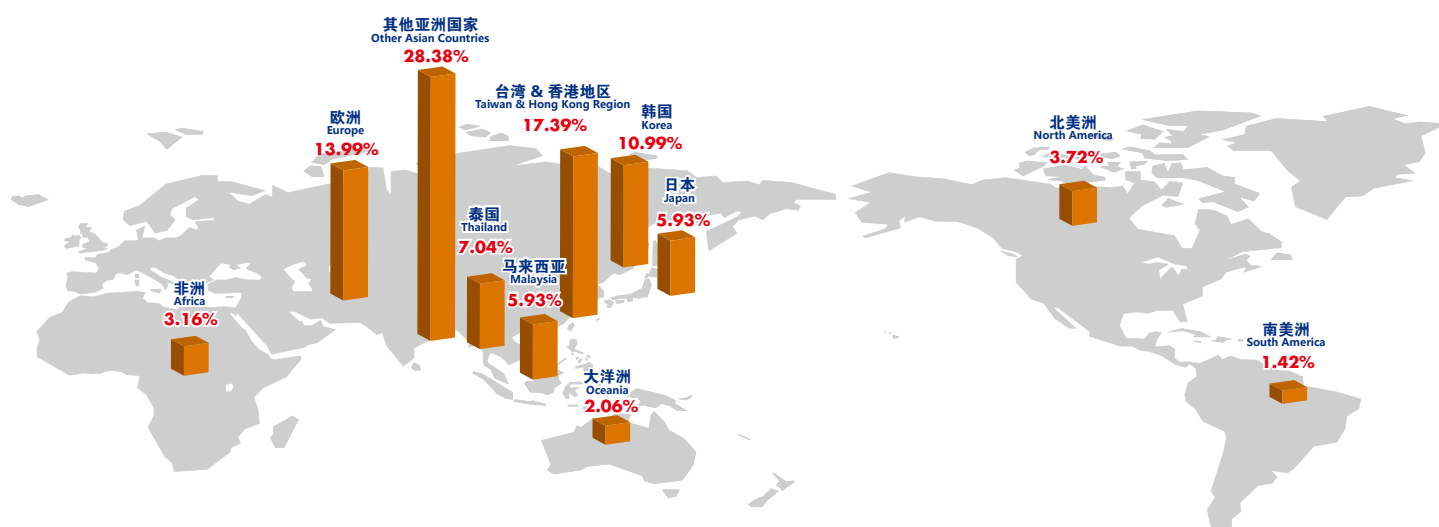
**77%** 观众是直接参与投资决策的人员  
of visitors will be directly involved in investment decisions

参观团  
Buyer Delegation

**71** 本地买家团  
Local Delegations

**12** 海外买家团  
Overseas Delegations

### 海外观众地区来源 Regional Breakdown of Overseas Visitors



### 感兴趣的展品 By Interested Product Groups





## 观众对展会的评价 Visitor Comments on the Fair

**87%** | 对展会的整体评价为满意至非常满意  
concluded the exhibition from good to excellent

**86%** | 对展商的质量和数量的评价为满意至非常满意  
concluded the quality and quantity of exhibitors from good to excellent



**Taechamahapun先生**  
**泰国暹罗化工(中国)有限公司**  
**食品包装市场经理, 泰国**

"这是我们首次参观中国的包装展会, 体验非常棒。我们真的发现了一些潜在的商业合作伙伴。总体来说, 这次参观成果丰硕, 我们一定还会再次来参观swop 2017!"

**Mr. Taechamahapun, Manager of Food Packaging Market Development of SCG Packaging, Thailand**

"This is our first time visiting a packaging show in China and it is a great experience. We did find some potential business partners. Overall, it is a fruitful visit, and we will definitely come back for swop 2017!"

**Garry Chin先生**  
**Myfresh Manufacturing SdnBhd**  
**工程师, 马来西亚**

"这次我是为我们的榨汁工艺寻找水果清洗设备, 在现场我们发现了好几家潜在的合作伙伴。我一定会将swop 2017推荐给我在马来西亚的伙伴。"

**Mr. Garry Chin, Engineer of Myfresh Manufacturing SdnBhd, Malaysia**

"This time, I am looking for fruit wash machinery for our juice extraction. I found several potential partners at the show and I definitely will refer swop to my business partner in Malaysia for 2017."

**苟女士, 杭州顶正包材有限公司经理, 中国**

"与行业内和我们相近的供应商面谈交流能够帮公司认识到我们自身的需求并获取行业最新的发展趋势和信息。此次展会规模与组织服务非常不错, 我们感到很满意。"

**Ms. Gou Chuanping, Manager of TiangZhang Packaging Materials (Hangzhou) Co., Ltd., P.R. China**

"Meeting and interacting with the familiar suppliers can help the company realise our own needs and acquire the latest trends and information of the industry. The scale and organiser services are highly appreciated and satisfying."

**许小姐, 露丝贝儿美容用品(杭州)有限公司采购员, 中国**

"这次参观展会主要是了解包装材料, 像塑料瓶玻璃瓶, 展会上有很多做化妆品包装的展商, 种类也比较丰富, 有些展商的样品值得我们借鉴。"

**Ms. Xu, Buyer of Lucy Belle Beauty Products (Hangzhou) Co., Ltd., P.R. China**

"I am here to source packaging materials, including plastic bottles and glass bottles. We did find lots of exhibitors who produce cosmetics packaging. The exhibits are abundant and some samples we could use for reference."

**Mayuree Paklamjeale小姐, 泰国塑料研究所及泰国包装协会顾问, 泰国**

"这个展会还不错! 我还参加了同期的几场会议与论坛, 让我更好得了解了改善食品安全和减少食品浪费的重要性。同时主办方安排的参观工厂让我印象深刻, 真的是意外之喜。此次参观完整呈现了一个完善的一体化工厂是如何运作高端设备的。"

**Ms. Mayuree Paklamjeale, Adviser of Plastic Institute of Thailand and the Thai Packaging Association, Thailand**

"The show is great and I have attended several conferences and seminars which allow me to better understand the importance of improving food safety and reducing food waste, while the factory visit was really impressive, and definitely a bonus. It provides a full picture of how a well-established factory operates with advanced equipment."

## 2015中国制药工程年会

### 2015 ISPE-CCFDIE China conference

国内最大的制药工程类主题论坛 - “2015中国制药工程年会不仅有政策法规主论坛、审核查验中心专场、FDA专进口押品审评审批制度改革热点话题,更有六大分组技术论坛直击国内外最新药品生产技术。现场60余位演讲嘉宾发表了精彩演讲,共吸引700余人参会,现场座无虚席,观众互动踊跃。

2015 ISPE-CCFDIE China conference, the largest pharmaceutical engineering themed forum in China, with not only a main forum on policy and statutes, but also a forum and discussions on topics such as FDA imported drug examination and approval system reform, as well as six-group technical forums to introduce the latest pharmaceutical technologies in China and other countries. More than 60 guests delivered exciting speeches, attracting more than 700 attendees.



## FoodPex论坛之“改善食品安全, 减少食品浪费”

### FoodPex Seminar - Improve food safety, reduce food waste

展会第二天举行的FoodPex论坛共吸引了逾百名食品包装相关行业专业人士参与,现场座无虚席。在会上参会者在不仅更深入地了解了食品安全的最新法规与生产环境,同时更获得了卫生包装的个性化解决方案的当代包装趋势。

More than 100 Visitors who attended the FoodPex Seminar – Improve food safety, reduce food waste on day two of the exhibition not only understood more deeply about the latest regulation and production environment on food supervision, but also learned how to cope with the current packaging trend of customized packaging solutions.



## 包装擎动未来——包装业发展与机遇

### Future of packaging from the needs of brands

在由包装之家组织的“包装擎动未来——包装业发展与机遇”研讨会上,来自业界的众多大咖,如雅诗兰黛、欧莱雅、强生、百事包装及研发总监等其他演讲嘉宾分享了包装的心得与看法,让在场听众深受鼓舞。

Audiences were inspired by presentations given by packaging directors from renowned brands such as Estee Lauder, L'oreal, Johnson & Johnson, Pepsi Co. and etc. on the future of packaging, which was organized by Packaging Family.



## PacPro Asia论坛之“中国的包装与消费趋势”

### PacPro Asia Seminar - Packaging and shopping trends in China

为了满足未来几年“高端化包装”日趋增长的市场需求,和应对现今多渠道购物及包装产业的挑战,本届包装世界(上海)博览会特联合德国包装机械联合会现场举行了PacPro Asia论坛,来自Kolbus, KURZ, 浩友夫, 江南大学等业内专业人士纷纷发表了精彩演讲。

To meet the buoyant demands of "Premiumization" and Multi-Channel-Shopping and the challenges for the packaging industry, swop joined hands with VDMA to host the PacPro Asia seminar during the show. The professionals from Kolbus, KURZ, Hoerauf and Jiangnan University shared their insights on the packaging industry.



## 其他同期活动 Other Concurrent Events

### 蒲公英年会 - 新版GMP实施研讨会

Annual meeting held by [www.ouryao.com](http://www.ouryao.com) - New GMP application seminar

### 长三角创新包装论坛

Yangtze River creative packaging seminar

### 第九届中国食品药品行业洁净技术(上海)论坛

The 9th Chinese food and drug industry clean technology (Shanghai) forum

### 药用辅料论坛

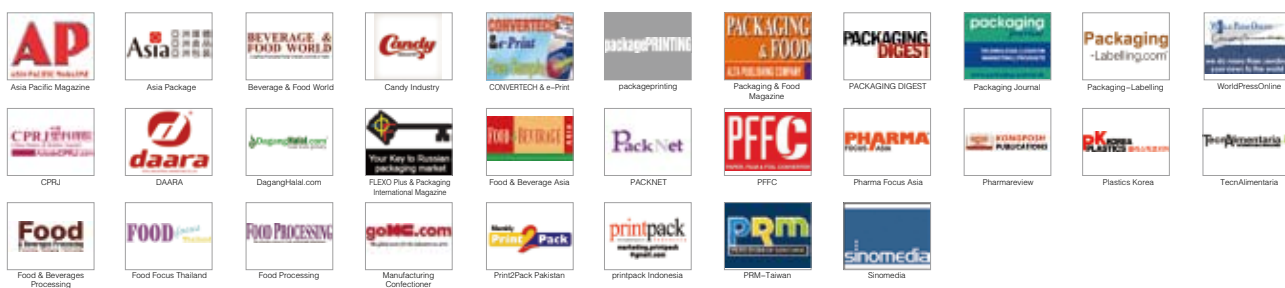
Excipient seminar

### 绿色包装主题论坛 —— 包装用新型降解材料

New degradable material for packaging

### “海尔模块商资源网 —— 海达源”专场活动

Haida Source - Haier's supply chain new model







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