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## 新闻稿

# 亚洲专业加工和包装展 swop 2019 发展迅猛

## 国际加工与包装机械展览会 interpack 联盟展——swop 2019 面积增加 20%，配套活动丰富多彩

由杜塞尔多夫展览（上海）有限公司和雅式展览服务有限公司强强联手，两年一届的包装世界（上海）博览会（swop）蓬勃发展。现可登陆 [www.swop-online.com](http://www.swop-online.com) 报名。本次展会将于 11 月 25 日至 28 日在上海新国际博览中心举办。观众将见证 5 个展厅的展览空间增加约 20%，与之前展会相比，配套活动大幅增加。包装世界（上海）博览会聚焦食品、饮料、糖果、烘焙、药品、化妆品和日常护理产品、非食品和工业产品等八大主要目标群体。因此，该展览会为包装行业的机器和材料制造商提供了广阔的商贸平台。

### “节约粮食”和“快消品主题馆”两大特展成就有目共睹

继“节约粮食”主题馆于 2017 年包装世界（上海）博览会期间首次亮相并大获成功后，2019 年该主题馆将再次聚焦遏制食物浪费和损失的解决方案。展会主办方将携手联合国粮农组织，在 N2 展厅举行峰会和特展，展示从田间地头到我们餐盘的整条价值链的解决方案。

2017 年的“快消品主题馆”广受青睐。2019 年将在 12,000 平方米展厅内再次呈现食品、化妆品和药品行业各种材料的流行趋势、技术和设计。与中国该领域领先的包装之家合作，再次践行该理念，并直接面向细分市场中的知名企业。

### “加工与包装零部件 components 主题展”——供应商行业齐聚一堂

在 N4 展厅，“加工与包装零部件”的灵感起源于杜塞尔多夫展览集团，该展会自 2014 年起与国际加工与包装机械展览会（interpack）同期举办。来自驱动装置、控制单元和传感器技术领域以及软件、机器组件和自动化成套系统、集成自动化解决方案的展品恭候观众光临。这使该展览对企业充满吸引力，这些企业为从食品到工业产品的八个主要目标群体提供包装和加工技术。

### “电商物流包装”和“印刷包装”两大特展首次亮相

“电商物流包装”特展是 swop 2019 的全新板块。该特展主要聚焦电商包装智能自动化解决方案，包括机器人技术，外卖餐盒包装，仓储物流技术等。围绕包装印刷等复杂问题，印刷包装特展深入探讨印后和转换、纸板包装、印刷设备、印前和数字印刷以及纸张、颜色和消耗品的瓦楞材料等领域。



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关于上述主题的更多详情和展会最新资讯，请访问 [www.swop-online.com/en](http://www.swop-online.com/en)。也可使用微信（ID：swop\_shanghai）联系包装世界（上海）博览会。

**2018年4月16日**

### **包装和加工系列展会媒体联系方式**

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#### **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 world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai and Beijing with a workforce of some 70 full time employees. 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 Hong Kong branch office. Find out more at [www.mds.cn](http://www.mds.cn).



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#### **Adsale Exhibition Services Ltd.**

Adsale Exhibition Services Ltd has been established in Hong Kong since 1978. It is the organizer of Chinaplas, the Asia's no. 1 exhibition in the plastics and rubber industries. Adsale is also the organizer of Sino-Pack, PACKINNO, Sino-Label and Printing South China, etc. 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 various industries, to satisfy international suppliers' needs of tapping into the Chinese and Asian markets. The Group has offices in Beijing, Shanghai, Shenzhen and Singapore. Website: [www.adsale.com.hk](http://www.adsale.com.hk)

#### **About interpack alliance**

The interpack alliance comprises events of Messe Düsseldorf that form part of the Processing & Packaging portfolio. Exhibitors and visitors can recognise the corresponding trade fairs by an umbrella brand that is oriented towards its counterpart – interpack, the world's most important event in the packaging industry and related process industries. In addition to the flagship trade fair giving the alliance its name the interpack alliance includes the trade fairs upakovka (Moscow), swop (Shanghai World of Packaging), pacprocess India/food pex India (Mumbai, New Delhi), pacprocess MEA (Cairo), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo



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(Chicago). The interpack alliance targets the segments food, beverages, confectionery and pastries, pharmaceuticals, cosmetics, non-food consumer goods as well as capital goods on important growth markets – with focal themes differing by event. The trade fairs in China, India and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.



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