

swop 2025

Shanghai World of Packaging

Shanghai, China, 25 – 27 November 2025

A stepping stone to Asia: Shanghai World of Packaging 2025 opens doors to the Asian packaging market

There is a vital port of call for those seeking to gain a foothold in Asia: the Shanghai World of Packaging (swop). This is the ideal meeting-point for all those looking to make their entry into one of the world's most exciting areas of economic activity. Once again, in November, swop – the central hub of the Asian packaging industry – will provide first-class conditions for market entry, doing business and targeted exchange.

The international processing & packaging industry is set to convene at swop – an event organised by the interpack alliance – in the Shanghai New International Expo Centre between 25 and 27 November 2025. In excess of 950 exhibitors and more than 40,000 visiting professionals from over 100 countries are anticipated – providing ideal conditions for entering into direct dialogue with decision-makers from key industries such as food, pharma, cosmetics and consumer goods, and for securing a position in the dynamic economic region in and around China.

The trade fair not only provides the bigger picture concerning the industry's entire supply chain, but also brings together current trends, technological developments and market segments under one roof. In addition, as a member of the interpack alliance, swop benefits from the global network's international coverage and excellent industry representation – which is a clear competitive advantage for all participants with an eye to the Asian market.

“Person-to-person contact is of vital importance for business relationships in China. If you're not doing business locally, you can't do business here at all. We are happy to report that swop is developing into a 'must-attend' event in the Chinese processing & packaging market more and more each year,” emphasises Thomas Dohse, Director of interpack. Feedback from the previous year also demonstrates that the concept is working: 98 percent of exhibitors and 95 percent of visitors declared their all-round satisfaction with their trade fair participation in 2024.



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The meeting-point for international exhibitors

Particular added value for international exhibitors is provided by the “International Pavilion” – an all-inclusive offering by the interpack alliance that combines the best possible trade fair presence with high visibility. What’s more, exhibitors in the Pavilion benefit from targeted visitor routes that lead important purchasers straight to their booths. This provides the ideal basis for generating qualified contacts and tapping into new markets.

KOCH Pac-Systeme is one example of those that will be in attendance: “We’re looking forward to taking part at swop in Shanghai again in 2025! At the trade fair, we’ll be presenting our comprehensive solutions: from standard machine designs via modular machines to tailored solutions. And pride of place always goes to the comprehensive consulting services provided by our Packaging Competence Center,” explains Darren Ding, Sales Manager China at KOCH Pac-Systeme.

Programme highlights and special zones

With a diverse accompanying programme, swop 2025 once again delivers a strong impetus for the packaging industry’s ongoing development in China. Current market trends, technological innovations and international industry dialogue are at the focus. Alongside proven formats such as the Smart Packaging Zone and Green Power Zone, the upgraded “FMCG Infinity Zone”, in particular, will focus on creating an integrated packaging supply chain ecosystem for fast-moving consumer goods (FMCG) brands, inspiring creativity in packaging design. Featuring a wide range of exhibits—from packaging products and materials to comprehensive solutions and supply chain services.

The SAVE FOOD Forum will also be taking place again, a joint project by interpack, Messe Düsseldorf, FAO China, UNIDO and the World Packaging Organization (WPO). The forum focuses on the role of packaging in the fight against food loss and food waste.

One highlight this year, once again, is the “Women in Packaging” forum. It pays tribute to women’s contribution in an industry undergoing changes, creates visibility and promotes international dialogue on equity, leadership and diversity in the packaging industry.

More information on swop 2025 is available at <https://www.swop-online.com/en/>

The Shanghai World of Packaging is jointly organised by Messe Düsseldorf (Shanghai) Co., Ltd. and Adsale Exhibition Services Ltd. and is part of the



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interpack alliance portfolio. The next swop will take place from 25 until 27 November 2025 in the Shanghai New International Expo Centre (SNIEC).

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



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