

展后报告

Post-Show Report

PACKCON
中国包装容器展
CHINA PACKAGING CONTAINER EXPO
全品种包装容器专业展示平台

主办单位
Organizers



中国包装联合会

Reed Exhibitions
励展博览集团



创新融合 · 绿色智能

中国包装容器展

PACKCON 2018

2018年4月10-12日

广东现代国际展览中心（东莞·厚街）

www.china-packcon.com

观众数据分析

Visitor Profile

观众满意度

Satisfaction of Visitors



观众职能分析

Business Nature of Visitors



- 企业管理 / Management 22.85%
- 技术 / Technology 10.86%
- 采购 / Purchasing..... 16.05%
- 包装设计 / Design & development.. 12.83%
- 销售 / Retailing 12.77%
- 市场营销 / Marketing 8.56%
- 供应链 / Supply chain 3.91%
- 包装研发 / Packaging R & D 9.19%
- 其他 / More 2.98%

观众参观目的 Purpose of Visiting

与现有的供应商、代理商、合作方会面，对业务合作进行回顾和探讨
Meet the current suppliers, agents and partners for revision and discussion **26.22%**

来展会上拓展人脉，结识新朋友，以期待创造新的业务机会
Expand networks, form new partnerships in order to create new business opportunities **17.22%**

来展会见几个特定的展商或公司以洽谈订单业务
Meet some specific exhibitors or companies for negotiation of business **9.25%**

关注新产品、新技术及新的市场趋势，为后期采购做准备
Lay eyes on new products, technologies and trend of the market, to get prepared for later purchase **19.92%**

收集产品资料
Collect product materials **14.37%**

在展会上与人交谈、出席会议论坛以学习行业知识，自我提升
Converse with people and attend forums in order to acquire knowledge of the industry and achieve self-promotion **6.15%**

评估展会效果，以决定未来是否参展
Evaluate the effects of the Expo in order to decide future exhibition **3.89%**

其他 (请注明)
Others (please specify) **2.98%**

到场观众行业分析

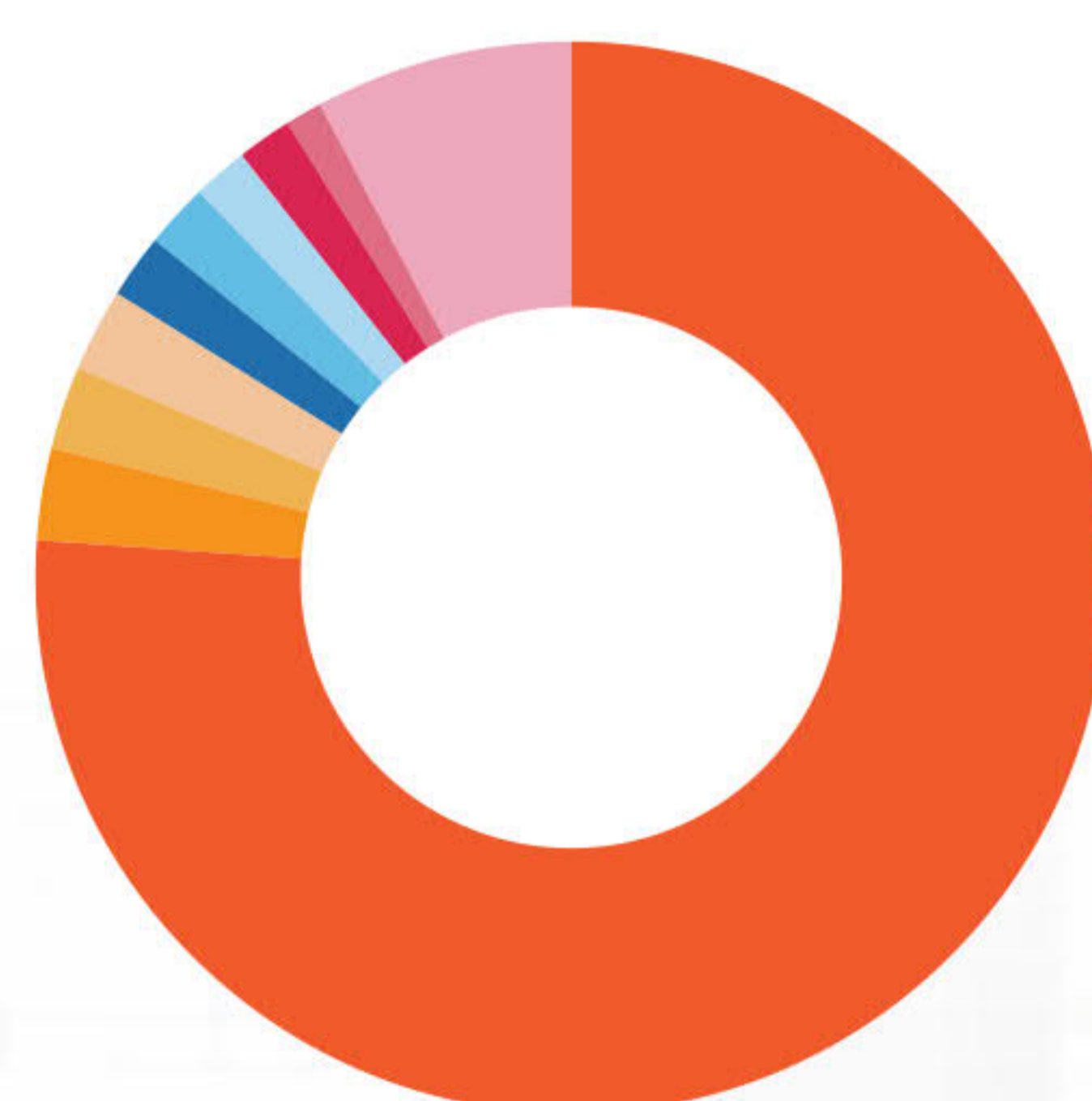
Industry of Visitors



- 食品 / Food 18.36%
- 饮料 / Beverage 8.80%
- 日化 / Daily Chemicals..... 10.29%
- 家电数码 / Home Appliance & Digital Product 12.37%
- 日用品 / Commodity 13.77%
- 办公文教 / Stationery 5.04%
- 医药保健 / Medical Care 4.60%
- 零售百货 / Retail Stores 2.77%
- 物流快递 / Express Delivery Firms .. 8.90%
- 连锁餐饮 / Chain Restaurants 6.30%
- 电商平台 / Online Retailers 5.60%
- 其他 / Others..... 3.20%

观众地区分布

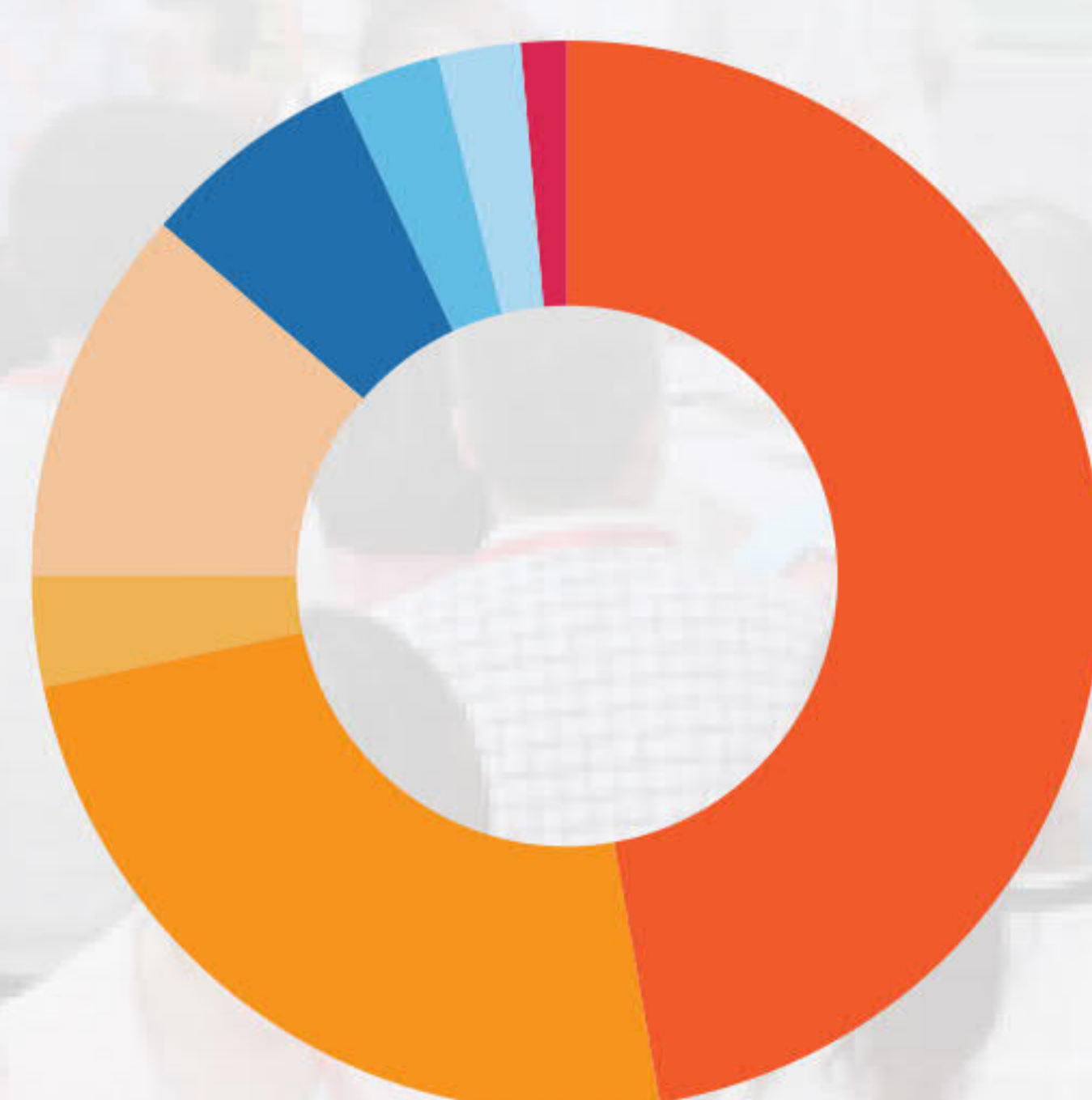
Province Breakdown of Visitors



- 广东 / Guangdong 76.11%
- 浙江 / Zhejiang..... 2.82%
- 上海 / Shanghai 2.68%
- 福建 / Fujian 2.42%
- 江苏 / Jiangsu 1.97%
- 山东 / Shandong 1.81%
- 北京 / Beijing 1.79%
- 江西 / Jiangxi 1.73%
- 湖南 / Hunan 1.07%
- 其他地区 / other 7.60%

观众感兴趣的产品

Products of Interest to Visitor



- 纸包装容器 / Paper package container 47.35%
- 塑料包装容器 / Plastic package container..... 24.38%
- 玻璃包装容器 / Glass package container 3.48%
- 金属包装容器 / Metal package container 11.36%
- 包装材料 / Packaging material..... 6.65%
- 包装服务 / Packaging service..... 3.08%
- 包装辅助材料及配件 / Packaging production aids & accessories..... 2.57%
- 其他(请注明) / Others (please specify)..... 1.13%

观众评语

Visitor Comments

很荣幸能作为专业观众参加 2018 中国包装容器展。通过参加本次展会，让我们了解了更多的包装方面的新产品和新技术，也让我们能更直接地联系到各式包装厂商，节省了人力物力，非常值得一看！

I was much honored to attend China Packaging Container Expo 2018 as a professional visitor. Through this exhibition, we knew more about the new packaging products and updated technologies and directly contacted various packaging manufacturers, thus saving a lot of energy and material resources. This visit is indeed worthwhile!

广州宝洁有限公司 包装工程师 张薇
P&G (Guangzhou) Ltd Packaging Engineer Zhang Wei

中国包装容器展是一个很好的行业盛会，对包装行业未来的发展趋势有很好的诠释，现场活动也聚焦包装行业热点话题。我对此次参观之行非常满意！

As a well-organized industry pageant, China Packaging Container Expo 2018 exquisitely depicted the future development tendency for packaging industry and live events also highlighted the hot topics of the industry. I am highly satisfied with this visit!

江西汇仁药业股份有限公司 采购总监 王承华
Jiangxi Huiren Pharmaceutical Co., Ltd Chief Procurement Officer Wang Chenghua

本次展会提供了我们与各包装企业交流与学习的平台，结识了不少业内新朋友，同时也学习到很多行业新知识，收获颇丰，希望展会越办越好。

This exhibition has provided a platform for us to communicate and learn from various packaging enterprises. It not only brings me many new friends in the industry, but also a lot of updated industrial knowledge. Having benefited a lot from this exhibition, I hope it will become more and more successful.

达能（中国）食品饮料有限公司 采购经理 黄良一
Danone (China) Food and Beverage Co., Ltd. Procurement Manager Huang Liangyi

相较于其他包装展，中国包装容器展的专业性与行业针对性更强，现场的各项服务与工作人员的态度也都很好，这是一次愉快的观展经历，我会继续支持中国包装容器展！

Compared with other packaging exhibitions, China Packaging Container Expo 2018 (PACKCON 2018) is more professional and has stronger industry relevance as well as nice services and staff attitude. So it was a pleasant exhibition experience, and I will continue to support China Packaging Container Expo!

纳爱斯集团 包装创作中心副主任 林桃根
Nice Group Deputy Director of Packaging Creation Center Lin Taogen

本次展会的宣传效果与力度都不错，让人印象深刻。我会把中国包装容器展推荐给我的朋友与同行，明年展会在上海，市场规模更大，期待中国包装容器展的未来。

The PACKCON's publicity and effectiveness are both impressive. I will recommend China Packaging Exhibition to my friends and colleagues. Next year's exhibition will be held in Shanghai with a larger market scale. I look forward to seeing the future of China Packaging Container Expo.

汇源三得利（上海）饮料有限公司 采购部经理 赵静
Suntory (China) Holding Co., Ltd Procurement Manager Zhao Jing

展商数据分析

Exhibitor Comments

浙江庞度环保科技有限公司 / Zhejiang Pando EP Technology Co.,Ltd.

作为中国包装制品的行业盛会，展会为国内外优秀包装制品、材料及创新产品搭建了一个完美的展示平台以及与国内外专业客户的交流平台。

As a gala event of the packaging industry in China, this exhibition has created a perfect stage for showcasing excellent packaging products, materials and innovative products at home and abroad and also for domestic and overseas professional clients to communicate with each other.

此次参展，一方面让参展观众了解庞度的制造实力和技术创新能力；另一方面也有助于庞度在与观众的沟通中深入了解客户需求，关注海内外客户的使用体验建议，并把客户感受和体验进一步融入到产品后续的改进、提升环节中去。

This exhibition gives visitors a good understanding of Pando's manufacturing strength and technological innovative capabilities on one hand, and helps Pando gain an insight of customer's needs through the communication with them, follow their usage experience and advices both at home and abroad and then apply such experience to the subsequent improvement and enhancement of our products.

联合包装网 / Baozhuang.com

展会汇集了包装产业链上下游的众多企业参与，是行业前沿技术交流、成熟产品设备展示、结交海内客商的专业展会。展期宾朋满座，洽询、洽谈者来访不断，此次展出成果颇丰！

This exhibition gathers various upstream and downstream companies of the packaging industry chain. It is a professional exhibition to exchange cutting-edge technologies of the industry, to show mature products and equipment and to meet traders nationwide. During the exhibition period, the venue was packed with guests for inquiries and negotiations, making it indeed a fruitful event.

上海众叶科技有限公司 / Shanghai zhongye technology co. LTD

打造包装领域全产业链一站式采购平台，为广大中小型企业参展者了解行业以及专业交流提供绝佳契机！

By creating an one-stop procurement platform for the whole industry chain in the packaging field, the exhibition offers an extraordinary opportunity for extensive small and medium-sized exhibitors to learn about the industry and to communicate with professionals.

金光集团·APP工业用纸 / SINAR MAS GROUP·APP INDUSTRIAL PAPER

作为中国包装制品的行业盛会，展会为国内外优秀包装制品、材料及创新产品搭建了一个完美的展示平台以及与国内外专业客户的交流平台。

As an industry pageant of China's packaging products, the exhibition provides a perfect showcasing platform for excellent packaging products, materials and innovative products at home and abroad and a communication platform for professional customers at home and abroad.

杭州秉信环保包装有限公司 / Hangzhou Bingxin Green Packaging Co., Ltd.

本次参展加强了公司之间商贸交流合作的机会，提升了秉信公司品牌的宣传与推广，为公司再创辉煌奠定了基础。

This exhibition not only strengthens the opportunity for business exchange and cooperation among companies, but also enhances the publicity and promotion of the brand of Bing Xin company and lays a foundation for its further successes.



展会精彩瞬间集锦

Exhibition Highlights

2018 中国包装容器展参观观众达到 **5,904** 人，相较于 2016 年增长 **88.39%**。

Visitors to China Packaging Container Expo 2018 (PACKCON 2018) have registered **5,904**, an increase of **88.39%** compared with 2016.



2018 中国包装容器展通过组团参观、会议活动、展会宣传等合作形式深化与行业协会合作。来自食品、电子、医药、珠宝等行业协会组织近 **500** 人到场参观。

China Packaging Container Expo 2018 (PACKCON 2018) has deepened cooperation with trade associations through various forms like group visits, conferences and exhibitions, which has attracted nearly **500** visitors from food, electronic, pharmaceutical and jewelry industrial associations.



展会精彩瞬间集锦

Exhibition Highlights

中国包装容器展展示了众多具有代表性的新型包装产品，是行业内标志性的全品种包装容器专业展示平台，也是最具潜力的综合性包装大展。

The China Packaging Container EXPO showcases a large number of representative new packaging products. It is a professional and iconic display platform. It is also the comprehensive packaging exhibition with the highest potential development.

中国包装联合会 会长 徐斌 先生
China Packaging Federation President Xu Bin

中国包装容器展极具创新的包装展品展示以及专业买家的组织服务显示了展会的专业度，为国内外包装企业提供极富商贸价值的包装展示平台。

The China Packaging Container EXPO is true professional, because of innovative packaging products display and professional buyer organizing. It provides a platform for domestic and foreign packaging companies with extremely commercial value.

中国包装联合会常务副会长兼秘书长 王跃中 先生
China Packaging Federation Executive Vice President and Secretary General Wang Yuezhong



商贸氛围热烈

A fiery business atmosphere

2018 中国包装容器展大牌展商云集，现场商贸氛围热烈，各展位前人潮如流，精准配对服务助力专业买家和包装企业无缝对接。

Major brands gather at China Packaging Container Expo 2018 (PACKCON 2018) and as the crowds swarm to booths in a fiery business atmosphere. Accurate trading match-making helps professional buyers and packaging enterprises cooperate seamlessly.



洽兴包装工业（中国）有限公司
ShyaHsin Packaging (China) Co., Ltd.



秉信、和昇、顶正联合参展
Bingxin Paper Industry Co., Ltd., Hesheng Plastic Products Co., Ltd. and Ting Zheng Printing & Packaging Material Co., Ltd. participate the Expo together.



金光集团 APP 工业用纸 APP
Asia Pulp & Paper Co., Ltd.



大胜达包装股份有限公司
China Shengda Packaging Group Inc.



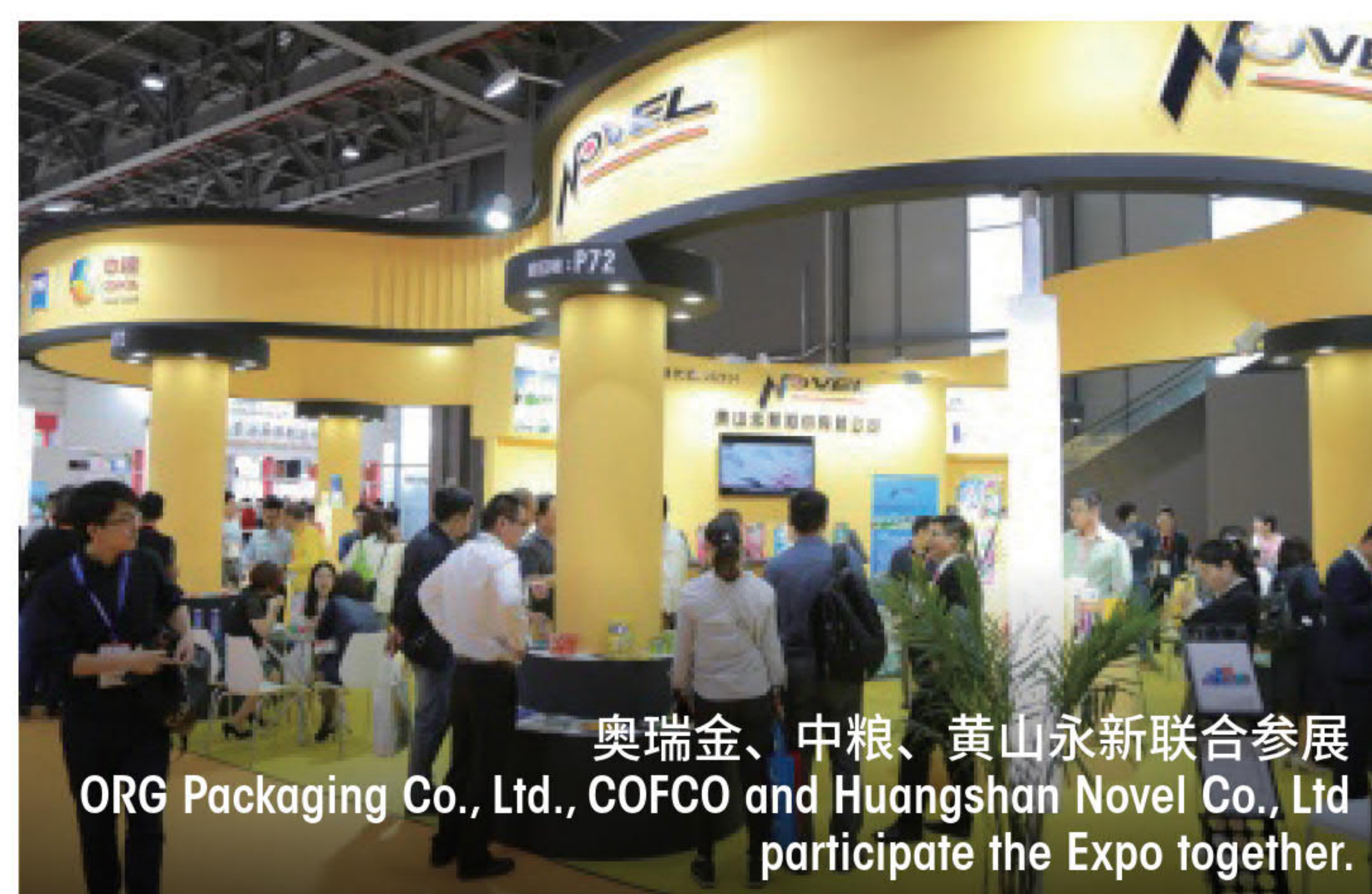
中国惠普
China HP Co. Ltd.



上海界龙实业集团股份有限公司
Shanghai Jielong Industry Group Corporation Limited



合肥恒鑫环保科技有限公司
Hefei Hengxin Environmental Science & Technology Co., Ltd.



奥瑞金、中粮、黄山永新联合参展
ORG Packaging Co., Ltd., COFCO and Huangshan Novel Co., Ltd. participate the Expo together.

商贸氛围热烈

A fiery business atmosphere

400+VVIP 品牌终端用户到场参与深度采配对接，与优质供应商一对一交流。

400+ VVIP brand end-users participate in depth acquisition matching service. One-to-one communicates with quality suppliers.



广州市新君发（新阳）无纺布制品包装材料有限公司 Guangzhou Xinjunfa (Xinyang) Non-woven Products Packaging Material Co., Ltd.



斯道拉恩索中国包装 Stora Enso (China Packaging)



厦门合兴供应链管理有限公司 Xiamen Hexing Supply Chain Management Co., Ltd.



上海众叶科技有限公司 Shanghai Zhongye Materials Co., Ltd. Co., Ltd.



上海顺灏新材料科技股份有限公司 Shanghai Shunhao New Materials Technology Co., Ltd. Co., Ltd.



浙江庞度环保科技有限公司 Zhejiang Pando Environmental Protection Technology Co., Ltd.



军民融合物流包装成果展 Civil-Military Integration Logistics Packaging Achievements Exhibition



山东丽鹏股份有限公司 Shandong Lipeng Co., Ltd.



常州凯尔维机械有限公司 Changzhou KaiErWei Plastics Machinery Co., Ltd.

商贸氛围热烈

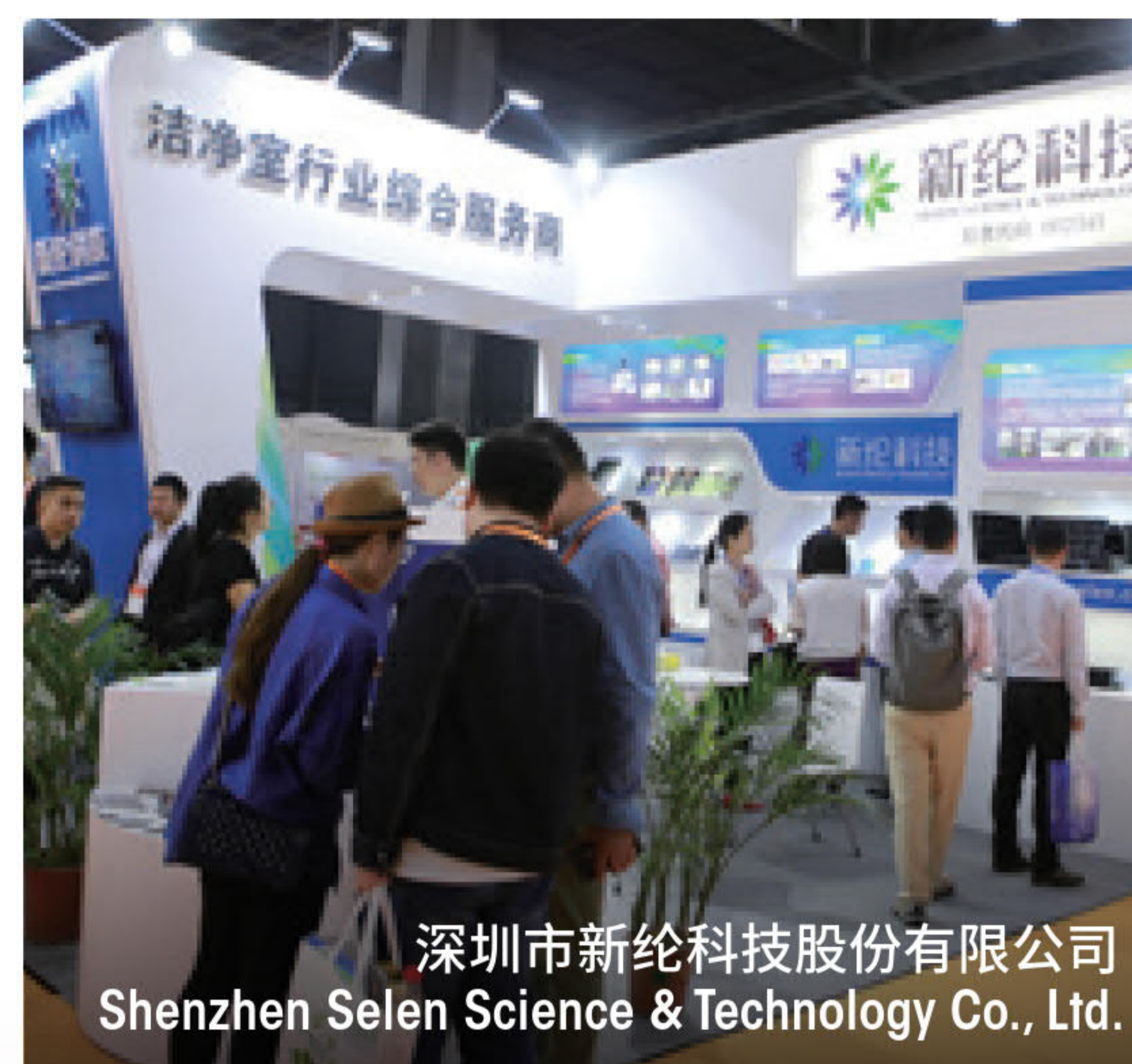
A fiery business atmosphere



深圳劲嘉新型智能包装有限公司
Shenzhen Jinjia New Smart Packaging Co., Ltd.



广州佰特包装制品有限公司
Guangzhou Baite Packing Co., Ltd.



深圳市新纶科技股份有限公司
Shenzhen Selen Science & Technology Co., Ltd.



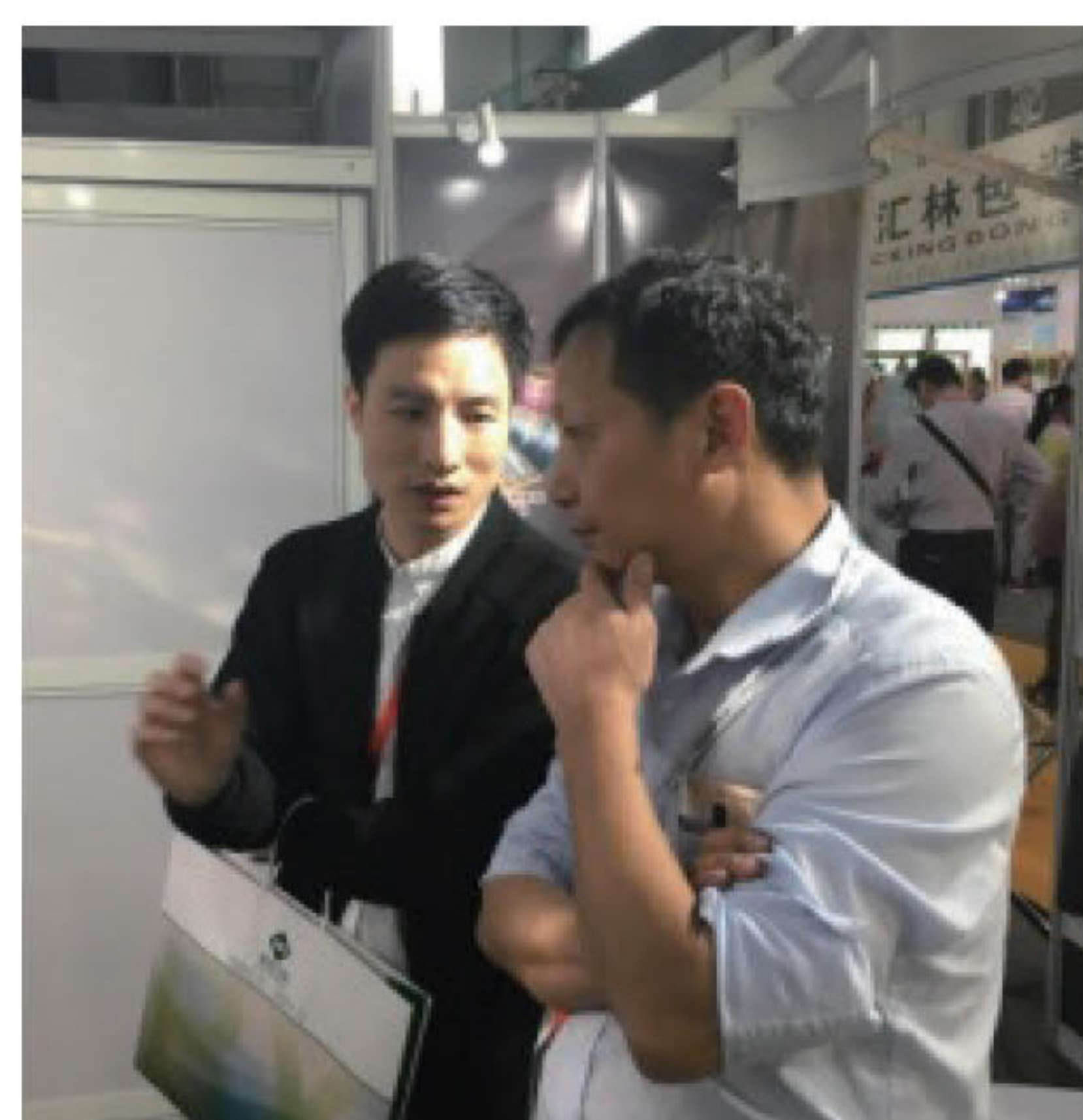
美盈森集团股份有限公司
MYS GROUP COMPANY LTD



青岛泰聚恒新材料科技有限公司
TAIJUHEG NEW MATERIAL TECHNOLOGY CO., LTD.

现场VVIP 贵宾买家一对一配对服务成功完成 **131** 场商务配对。

131 pairs of VVIP buyers have been matched successfully.



现场活动精彩纷呈

Event and conference highlights



中国防伪包装新技术供需论坛
China Anti-Forgery Packaging New Technology Supply & Demand Forum



中国快递绿色包装产业联盟高峰论坛
China Express Green Packaging Alliance Summit Forum



欧盟包装技术措施及对策绿色包装发展研讨会
EU Packaging Technological Means and Countermeasures Green Packaging Development Forum



运输包装发展与趋势论坛
Transport Packaging Development and Trend Forum

2018 中国包装容器展现场共举办了 **13** 场主题活动，内容丰富，专业性强，涉及的行业广泛，为现场观众及展商提供了更为多样化的选择。

China Packaging Container Expo 2018 (PACKCON 2018) has held **13** live theme activities all together with rich contents, strong specialization and broad industrial scope, offering diverse choices for all visitors and exhibitors.



2018 塑料包装环保认证政策解读和绿色印刷技术经验交流
Interpretation of 2018 Plastic Packaging Environment Certification and Green Printing Technology Experiences



第十一期 CPLP 中期培训
No.11 CPLP Intermediary Training



“消费升级与新包装设计”专题论坛
Themed Forum of "Consumption Upgrading and New Packaging Design"



活性与智能包装产业发展与应用论坛
Active and Intelligent Packaging Industrial Development and Application Forum



食品包装与食品包材学术研讨会
Food Packaging and Material Technology Forum



包装供应链平台化的应用——包装采购效率提升之路
Application of Packaging Supply Chain Platforms: Pathway to Raise Packaging Purchase Efficiency



包装黑科技 俱乐部

包装黑科技俱乐部是由中国包装联合会携手励展博览集团倾情打造的特色包装的发布专区，旨在为创新型包装制造企业提供新材料及新技术发布平台，为包装用户网罗创意包装新品。现场一共举办 **24** 场发布会，场场爆满，吸引近 **2,000** 人参加。

Co-sponsored by China Packaging Federation and Reed Exhibitions, Black Packaging Technology Club, is a zone to release featured packages. The aim is to provide a launching platform of new materials and technologies for innovative packaging manufacturers and collect new creative packaging products for packaging users. **24** launch events have been held here with around **2,000** flocked visitors.



PACKCON STAR 评选

PACKCON STAR AWARDS



PACKCON STAR AWARDS 是 2018 中国包装容器展首度推出的“创新奖项”，包含包装新材料、绿色环保包装、互动营销包装、创意包装设计和最佳人气奖。展前的最佳人气奖线上投票共吸引了共 **10,000+** 的人参与。在展商及观众群体中展开了热烈的讨论。为展会起到了很好的宣传造势的效果。

PACKCON STAR AWARDS, an "Innovative Award" first launched by PACKCON 2018, is composed of awards in new packaging materials, green and environmental packaging, interactive marketing packaging, creative packaging design and Best Popularity Award. The on-line voting of the Best Popularity Award before Expo has drawn **10,000-plus** visitor's attention. It led to a sizzled discussion between exhibitors and visitors, and played a critical role in the publicity for Expo.



中国包装容器展

CHINA PACKAGING CONTAINER EXPO

PACKCON 2019

2019.04.08 -10

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