

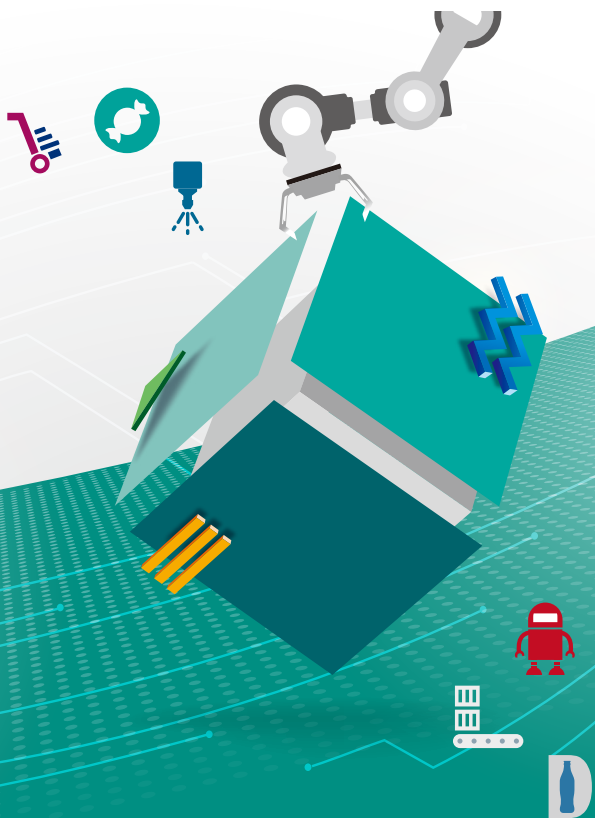
PFP
EXPO

Sino-Pack 2027

中国国际包装工业展

智慧包装 开启未来

Smart Packaging for
Now and Future



2027.3.4-6

广州 · 中国进出口商品交易会展馆 B区
Area B, China Import and Export Fair Complex
Guangzhou, P.R.China



主办单位
Organized by

🔍 www.ChinaSinoPack.com

ufi | **ADSALE** 雅式®
Member

150,000

展场面积 (平方米)
Exhibition Area (sq.m.)

15

展馆数量
No. of Halls

138,000+

观众数量
No. of Visitors

2,200+

海内外参展商数量
No. of Exhibitors

2027年预估数据 Estimated data of 2027



- 成套智能解决方案
Smart Packaging Total Solution
- 智慧物流装备及系统
Smart Logistics Equipment and Systems
- 机器人与自动化
Industrial Robots and Automation

- 一次包装机械
First Packaging Machinery
- 二次包装机械
Outer Packaging Machinery
- 食品包装设备
Food Packaging Machinery



- 称重与检测设备
Weighing and Testing Machinery
- 包装辅助配套设备
Auxiliary Equipment of Packaging

- 喷码机、激光打码机, 其他
Inkjet Machines
Laser Marking Machines and Others



- 液态包装设备
Liquid Packaging Machinery
- 无菌包装设备
Aseptic Packaging Machinery
- 塑料包装制造机械, 包装容器制造机械
Plastics Packaging Machines,
Production Machine of Containers
- 软包装机械设备
Flexible-Packaging Equipment
and Machinery



- 塑料、纸、环保、金属、玻璃制品
包装新材料
Plastics, Paper, Green Pack, Meta
Glass New Materials



Sino-Pack 终端买家云集

End Buyers Converge

食品 / 调味品 Food / Condiment

康师傅 Master Kong
旺旺 Want Want
喜之郎 STRONG
冠生园 Guan Sheng Yuan
通用磨坊 General Mills
达利食品集团 Dali Group

中粮集团 COFCO
盼盼食品 Panpan Foods
盐津铺子 Yankershops
徐福记 HsuFuChi
李锦记 Lee Kum Kee
厨邦 CHUBANG

饮料 / 乳品 / 酒 / 茶叶 Beverage / Dairy / Brewery / Tea

可口可乐 Coca-Cola
哇哈哈 Wahaha
雀巢 Nestea
伊利 Yili
蒙牛 Mengniu
光明 Bright Dairy

五粮液 WULANGYE
维他 Vita
统一 Unif
王老吉 Wanglaoji
八马 Bama Tea
大益 Dayi Tea

日化 Cosmetics & Personal Care

高露洁 Colgate
宝洁 P&G
雅诗兰黛
Estee Lauder
欧莱雅 L'OREAL

立白 Liby
蓝月亮 Blue Moon
曼秀雷敦 Mentholatum
安利 Amway
联合利华 Unilever

医药 / 保健品 Pharmaceuticals / Health Products

白云山 Baiyunshan
云南白药 Yunnan Baiyao
华润三九 Resources Sanjiu
汤臣倍健 By-Health

同仁堂 Tongrentang
拜耳 Bayer
阿里健康 Alibaba Health
稳健医疗 Winner Medical

快递 / 物流 / 运输 Courier / Logistics / Transport

中国外运 SINO TRANS
中远海运 COSCO
联邦快递 Fedex Express
京东物流 JD

顺丰 SF
中国邮政 EMS
安能物流 ANE
菜鸟 CAINIAO

3C电子 / 电器 3C Electronics / Electrical

海尔 Haier
小米 Xiaomi
美的 Midea
格力 GREE
富士康 Foxconn

九阳 Joyoung
华为 Huawei
创维 Skyworth
三星 Samsung Electronics
松下 Panasonic

电商 / 生鲜 / 商超 E-Commerce / Fresh Food / Supermarket

唯品会 Vipshop
盒马鲜生 Fresh Hema
华润万家 Vanguard
大润发 RT-MART

百果园 Pagoda
饿了么 Ele
美团买菜 Meituan Maicai
朴朴超市 Pupu Mall

餐饮 Catering

广州酒家 Guangzhou Restaurant
海底捞 Haidilao
真功夫 Zkungfu
百胜餐饮集团 YumChina
秋霞食品 QIUXIA
闽百年 Minbaijian

顶新集团 TING HSIN
奈雪的茶 Naixue
喜茶 HEYTEA
霸王茶姬 CHAGEE
瑞幸 Luckin



全明星参展企业 VIP Exhibitors

2026部分参展商
Part of 2026 Exhibitors



排名不分先后

来自展商及买家的心声

Exhibitors & Buyers' Words



上海发那科机器人有限公司 快消品部部长
SHANGHAI-FANUC Robotics CO., LTD.
Director, ROBOT GENERAL INDUSTRY SALES DIV FMCG DEP

本次展会，国内外观众众多，让我们看到了展会规模，以及举办方的能力和付出。发那科机器人近些年首次参加该展会，带来多款工业机器人，凭借大负载，高稳定性，高速度，高效率，助力包装行业产业链升级。我们此次的展出，收到了较多客户的高度评价，达到了预期效果。预祝Sino-Pack展会越办越好。

Sino-Pack 2026 drew huge local and overseas crowds, a testament to its scale and the organizer's dedication. FANUC Robotics debuted high-payload, stable, fast, and efficient robots there, earning client acclaim and achieving our goals—best wishes for Sino-Pack's continued success!

杭州永创智能设备股份有限公司 总经理
HANGZHOU YOUNGSUN INTELLIGENT EQUIPMENT CO., LTD.
General Manager

本次华南包装展现场人气鼎盛、客商云集，国内外专业观众质量高、对接成效显著。永创智能首次携带AI智能包装设备亮相，让传统包装设备更加智能化，为客户提供更为适应使用场景的无人化包装解决方案。衷心感谢主办方倾力打造高质量平台，助力AI智能包装与自动化产业高效交流，共促行业升级！

Sino-Pack 2026 attracted quality buyers and achieved great business matching. YOUNGSUN debuted AI-powered intelligent packaging equipment for smarter, adaptive automation. Thanks to the organizers for enabling industry upgrading.

LLC Chinese Russian Packaging Group (Russia)

面对市场上客户对低成本高品质的需求，我们对中国机械的表现非常满意，完全不输欧洲制造商。整体而言，这次展会的体验很棒，服务也非常好。商贸配对服务尤其实用，让我们的参观行程更有条理和效率。我们在展会上发现了许多潜在的合作伙伴，其中包括区内其中一家最大的包装公司，他们能提供其他供应商无法比拟的稳定解决方案。

Customers demand low cost and high quality, and Chinese machinery delivers—fully competitive with Europe. Great exhibition, excellent service, and the business matching made our visit efficient. We found many potential partners, including a top regional packaging company offering unmatched stable solutions.

1V1 精准对接，
365天不间断在线展示
1V1 Precise Matching, 365 Days
Uninterrupted Online Display



@华南包装展供需在线
@Sino-Pack Supply and
Demand Online



云展览
Online
Exhibition

渠道多 宣传广 流量强
Diversified Promotion Channels, Extensive Reach

社交媒体广告曝光
Social Media AD.Exposure

11,880,000+

观众数据库
Visitor Database

1,380,000+

微信公众粉丝
Wechat Followers

125,000+

2026盛况回顾

Review of Sino-Pack2026



150,000 = **129,037**

四展面积
Exhibition Area (sq.m)

观众
No. of Visitors

2,218

展商
No. of Exhibitors

310+

国内及海外参观团
Domestic and Overseas
tour groups

126+ 来自国家及地区
Domestic and Overseas Tour Groups

分别是俄罗斯、马来西亚、泰国、韩国、越南、菲律宾、
乌兹别克斯坦、印度尼西亚、哈萨克斯坦、土耳其、
西班牙、澳大利亚、巴西、德国、印度、日本、美国、
中国香港、中国台湾等国家及地区

From Russia, Malaysia, Thailand, South Korea, Vietnam, Philippines, Uzbekistan, Indonesia, Kazakhstan, Turkey, Spain, Australia, Brazil, Germany, India, Japan, the United States, Hong Kong (China), and Taiwan (China), etc.

国内观众行业分类 Visitors by Industry

食品生产商 **58.3%**
Food Products

预制食品、休闲食品、乳品、饮料、酒类、饮用水等
Prepared Food, Leisure Food Dairy, Beverage, Brewery, Bottled Water, etc.

医药及保健生产商 **11.9%**
Pharmaceuticals Health Products

日化生产商 **11.6%**
Daily Chemical Products

化妆品、个人护理用品、洗涤清洁用品
Cosmetics, Personal Care Products, Cleaning Products, etc.

电子产品及家电生产商 **9.5%**
Home Appliances, 3C

电商 / 物流 / 餐饮外卖 **6.7%**
E-commerce, Logistics, Catering

OEM / ODM代工生产 **1.7%**
OEM, ODM

其他 **0.3%**
Others

职位分类 Visitors by Job Title

36.2%
董事经理 / 总经理 / 厂长
Director / General Manager /
Factory Owner

2.5%
研究 / 学术人员 /
技术员 / 其它
Researcher / others



33.1%
经理 / 副经理
Manager / Assistant Manager

19.5%
总工程师 / 高级工程师 / 工程师
Chief Engineer / Senior Engineer /
Technician

8.7%
设计师 Designer

部门分类 Visitors by Department

39.8% 决策层
Decision-level

30.2% 采购部
Purchasing Department

19.8% 包装技术 / 工程部
Packaging Technology / Engineering Department

10.1% 市场 / 品牌部 / 设计部
Marketing / Branding Department /
Design Department

0.1% 其它
Others



20+ 多场同期活动 聚焦行业热点

20+ Concurrent Events Focusing on Industry Hotspots



- **智造·定制·可持续：**
2026化妆品包装创新峰会
Intelligent Manufacturing, Customization, Sustainability: 2026 Packaging Innovation Summit

- **包装物流“智”变：**
机器人技术的场景落地与效能升级
Intelligent Transformation of Packaging Logistics: Scene Implementation and Efficiency Upgrade of Robotics Technology

- **“第三届食品包装创新发展论坛”**
The 3rd Forum on Innovation and Development of Food Packaging

- **绿智双驱·啤业新象：**
啤酒包装的循环进化与价值重构
Green & Smart Dual Drive, Brewing a New Future: The Circular Evolution and Value e-engineering of Beer Packaging

- **“数字驱动，链通产销：**
包装物流数字化融合创新论坛
Digital Drive, Linkage Across Production and Sales: Forum on Integrated Innovation in Packaging Logistics Digitalization

- **2026华南包装展暨功能性食品全链重构助力企业增长**
2026 South China Packaging Expo & Functional Foods Supply Chain Reconstruction to Drive Business Growth

- **“碳中和国际政策环境下包装行业的可持续发展”**
Development of the Packaging Industry in the Context of International Policies

- **食品质量安全与包装技术革新、风险管理方略**
Food Quality Safety and Packaging Technology Innovation, Risk Management Strategies

- **“创新·安全·可持续：**
宠物包装的未来趋势与市场机遇主题论坛暨首届宠必登·宠物包装创新大赛
Innovation, Safety, Sustainability: Future Trends and Market Opportunities in Pet Packaging & The First Bibendum Maitre-Animaux, Pet Packaging Competition Innovation

- **餐饮绿色包装：协同·创新·共赢**
Food Delivery Packaging: Green, Innovation, Win-Win

- **粤包新动力展区 - 创新 X 设计 X AI**
GBA Packaging New Power Zone - Innovation × Design × AI

- **AI如何赋能快消日化包装供应链**
How AI empower the packing supply chain of Cosmetics and personal care products.



展会查询 Enquiries



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