

2027中国(广州)国际包装制品展览会 China (Guangzhou) International Exhibition on Packaging Products 2026

创新
Innovation

设计
Design

可持续
Sustainable



PACKINNO



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

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www.PACKINNO.com

主办单位
Organized by



ADSALE 雅式®

同期展览
Concurring Exhibition

PEP EXPO Sino-Pack 2027
中国国际包装工业展

不同材质的包装，尽在PACKINNO

Different Types of Packaging Materials ,
All in PACKINNO



四展联动 规模升级

4-in-1 Exhibition Synergy ,
Scale Upgrade



展场面积 (平方米)
Exhibition Area (sq.m.)

150,000



展馆数量
No. of Halls

15



参展商数量
No. of Exhibitors

2,200+



观众数量
No. of Visitors

138,000+

展品范围

Scope of Exhibits

- ▶ 包装制品
Packaging Products
- ▶ 包装材料
Packaging Materials
- ▶ 功能性包装
Functional Packaging
- ▶ 环保包装
Eco-Packaging
- ▶ 包装设计与服务
Packaging Design & Services
- ▶ 包装原材料
Packaging Raw Materials

www.PACKINNO.com

年轻化 × 食品软包装

Youth-oriented × Food Flexible Packaging

无论是量身定做的小分量包装，或是经济实惠家庭装，都已更广泛的使用高颜值，多选择的绿色且环保的软包来充分体现。

Whether it is a custom-size packaging or an economical household packaging, it has been more widely used with aesthetics, green and environmentally friendly Flexible Packaging.



防震缓冲 × 电商物流包装

Shock-resistant Cushioning Packaging × E-commerce Logistics Packaging

“互联网+物流”新形态的出现，生鲜蔬果、日化用品、食品饮料，餐饮外卖等行业也将迎来新零售时代。

In the era of the Internet, more diversified packaging methods have emerged, and industries such as fresh vegetables and fruits, daily necessities, food and beverage will also usher in a new retail era.



精品礼盒 × 创新设计

Premium box packaging × Innovative Design

创新设计赋予礼盒灵动的生命力，吸睛同时提升附加值，环保包装、纸包装、金属包装等多元材质满足不同需求。

Innovative design breathes vibrant life into the gift box, capturing attention and elevating its added value. A variety of materials, including eco-friendly packaging, paper packaging, and metal packaging, meet different needs.



场景适配 × 餐饮包装

Scenario Adaptation × Catering Packaging

餐饮包装持续向便捷化、功能化、生活化迭代，尤其是高温承载与冷藏防护，实用包装正逐步成为市场标配。

Food and beverage packaging continues to evolve toward greater convenience, functionality and daily practicality. With high-temperature resistance and cold-chain protection as key features, practical packaging is gradually becoming a market standard.



创新材料 × 可持续

Innovative Materials × Sustainability

“可持续、可降解、可循环”的课题也一直促使材料的创新，展区将助力包材企业更好更完整的展现当代最新技术成果。

The themes of "sustainability, biodegradability, and recyclability" have been pivotal in driving material innovation and design.



PACKINNO 海内外买家云集

Buyers from both domestic and overseas renowned companies gather together

食品 / 调味品

Food / Condiment

- 康师傅 Master Kong
- 通用磨坊 General Mills
- 安琪 Angel
- 喜之郎 STRONG
- 统一 Unif
- 北大荒 Beidahuang Group
- 达利食品集团 Dali Group
- 中粮集团 COFCO
- 三只松鼠 3 Songshu
- 卫龙 Weilong
- 李锦记 Lee Kum Kee
- 蒙牛 Mengniu
- 旺旺 Want Want China
- 冠生园 Guan Sheng Yuan
- 薛记 Xueji



饮料 / 乳品 / 酒 / 茶叶

Beverage / Dairy / Brewery / Tea

- 可口可乐 Coca-Cola
- 娃哈哈 Wahaha
- 王老吉 Wanglaoji
- 怡保 Cestbon
- 维他 Vita
- 五粮液 WULANGYE
- 农夫山泉 Nongfu Spring
- 大益 Dayi Tea
- 八马 Bama Tea
- 小罐茶 Xiaoguancha

日化

Cosmetics & Personal Care

- 高露洁 Colgate
- 雅诗兰黛 Estee Lauder
- 欧莱雅 LOREAL
- 宝洁 P&G
- 联合利华 Unilever
- 立白 Liby
- 蓝月亮 Blue Moon
- 珀莱雅 Proya
- LG

医药 / 保健品

Pharmaceuticals / Health Products

- 汤臣倍健 By-Health
- 纽崔莱 Nutrilite
- 拜耳 Bayer
- 雷允上 Leiyunshang
- 善存 Centrum
- 养生堂 YST
- 同仁堂 Tongrentang
- 云南白药 Yunnan Baiyao

快递 / 物流 / 运输

Courier / Logistics / Transport

- 中远海运 COSCO
- 中国外运 SINO TRANS
- 顺丰 SF
- 京东物流 JD
- 德邦 Deppon
- 中国邮政 EMS
- 联邦快递 Fedex Express
- 菜鸟 CAINIAO

3C电子 / 电器

3C Electronics / Electrical

- 格力 GREE
- 美的 Midea
- 富士康 Foxconn
- 九阳 Joyoung
- 华为 Huawei
- 海尔 Haier
- 小米 Xiaomi
- 创维 Skyworth

电商 / 生鲜 / 商超

E-Commerce / Fresh Food / Supermarket

- 美团买菜 Meituan Maicai
- 叮咚买菜 Dingdong Maicai
- 朴朴超市 Pupu Mall
- 饿了么 Ele
- 盒马鲜生 Fresh Hema
- 大润发 RT-MART
- 百果园 Pagoda
- 华润万家 Vanguard

餐饮

Catering

- 海底捞 Haidilao
- 九毛九 Jiumaojiu Group
- 真功夫 Zkungfu
- 顶新集团 TING HSIN
- 广州酒家 Guangzhou Restaurant
- 紫燕 ZIYAN
- 瑞幸 Luckin
- 喜茶 HEYTEA
- 奈雪的茶 Naixue



来自参展商及采购者的心声

Exhibitors & Buyers' Words

福建省日化商会 秘书长

Fujian Daily Chemicals Chamber of Commerce

作为深耕日化行业的商会，我们聚焦日化行业对包装设计 with 功能性包装的核心需求，这次与华南包装展达成合作是一次极具价值的创新尝试。展会汇聚了海量优质包装供应商与前沿解决方案，精准匹配日化产业的包装升级需求，高效搭建起学会与会员单位资源对接桥梁，大幅提升了供需匹配效率。感谢展会打造专业务实的产业交流平台，完美践行了我们服务会员、赋能行业的初心。期待未来继续携手，共促日化包装产业创新升级、高质量发展！

Rooted in the daily chemical industry, our chamber focuses on industry demands for packaging design and functional packaging. The cooperation with South China Packaging Exhibition is a valuable innovative move. The exhibition gathers top packaging suppliers and advanced solutions to meet the industry's packaging upgrading needs. It effectively connects our chamber and members, and boosts supply-demand matching efficiency.

We appreciate this professional, practical exchange platform that helps us serve members and drive industrial progress. We hope to keep working together for the innovation, upgrading and high-quality development of the daily chemical packaging sector.

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。

Facing market challenges where customers demand high quality at the lowest cost, we are very satisfied with Chinese machinery—it stands strong against European manufacturers. Our overall feeling about the exhibition was great, and the service was excellent. The business matching service was particularly useful, giving our visit much-needed structure. We discovered many potential companies to work with, including one of the biggest packaging companies in the region who offered stable solutions others can't match.

广东新天丽控股有限公司 销售总监

Guangdong Xintianli Holdings Co., Ltd. Sales Director

作为PACKINNO好几年的展商，我们非常感谢官方一如既往用心的服务。展会也是一如既往的人声鼎沸，我们也在展会上认识了非常多优质的客户。非常多优秀的供应商在此汇聚，我们也得以了解现在行业最新的消息和尖端科技，是我们拓展眼界的好机会。我们非常感谢PACKINNO官方的邀请以及用心付出，希望PACKINNO做大做强，越做越好！

As a long-time exhibitor at PACKINNO, we are very grateful for the consistently dedicated service provided by the organizers. The exhibition was as bustling as ever, and we met many excellent clients. The gathering of so many outstanding suppliers allowed us to learn about the latest industry news and cutting-edge technologies, providing a great opportunity to broaden our horizons. We are very grateful for the invitation and hard work from PACKINNO, and we hope PACKINNO will continue to grow and thrive.

东莞市精丽制罐有限公司 销售经理

DONGGUAN CITY JINGLI CAN(FACTORY) CO., LTD. Sales Manager

参加2026华南包装展是一次非常成功的体验。作为主通道的重点展商，我们获得了极佳的曝光度，并与众多优质客户建立了联系。展会的组织和氛围都非常出色。

Participating in the South China Packaging Exhibition 2026 was a great experience. As a key exhibitor in the main aisle, we received excellent exposure and connected with high-quality visitors. The organization and atmosphere were outstanding.

1V1精准对接, 365天不间断在线展示

1V1 Precise Matching, 365 Days Uninterrupted Online Display

准确对焦供需匹配,
一键助您“找订单、找产品”
“Find Orders、Find Products”



聚焦行业热点 全方位解读 探讨行业新方向

Focus on industry hotspots, conduct comprehensive analysis, and explore new development directions of the sector.



- ▶ 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?
- ▶ 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
- ▶ 碳中和国际政策环境下包装行业的可持续发展
Carbon Neutrality and Sustainable Development of the Packaging Industry in the Context of International Policies
- ▶ 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
- ▶ 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 Re-engineering of Beer Packaging
- ▶ 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 Maître-Animaux · Pet Packaging Innovation Competition
- ▶ 第三届食品包装创新发展论坛
The 3rd Forum on Innovation and Development of Food Packaging
- ▶ 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
- ▶ 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
- ▶ 餐饮绿色包装：协同·创新·共赢
Food Delivery Packaging: Green, Innovation, Win-Win



渠道多 宣传广 流量强

Diversified Promotion Channels, Extensive Reach

微信公众粉丝
Wechat Followers

125,000 +

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 +

展会查询 Enquiries

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