PAKLOG

电子商务包装&供应链展览会
E-COMMERCE PACKAGING & SUPPLY CHAIN EXPO

开拓全渠道营销时代新商机
Advance New Business In The Era Of Omni-Channel Retailing

展览时间	2019年8月21日-23日	Exhibition Date	August.21-23,2019
展览地点	国家会展中心•上海	Exhibition Venue	National Exhibition and Convention Center•Shanghai
主办单位	上海华克展览服务有限公司 美狮传媒集团	Organizers	ChinaPak Exhibition Services Co., Ltd M.Success Media Group
支持单位	国际电子商务包装商会 中国包装联合会包装用户委员会 ISTA中国 中国包装联合会运输包装委员会 中国包装科研测试中心 国际塑料包装商会	Supporters	International E-Commerce Packaging Committee Packaging Consumer Committee of China Packaging Federation ISTA-CHINA Transportation Committee of China Packaging Federation China Packaging Research & Test Center International Chamber of Commerce For Plastics Packaging

展品大类 Exhibits Profile

- 产品包装容器和材料
- 产品包装设备
- 标签标识
- 功能性和智能包装
- 生鲜包装材料和技术
- 包装自动化和机器人
- 包装服务
- 物流包装容器和材料
- 物流包装技术
- 物流仓储设备及系统
- 回收技术

- Product Packaging Containers and Materials
- Packaging Machinery and Equipment
- Label and Labelling
- Active and Smart Packaging
- Packaging Materials and Technology for Fresh Food
- Packaging Automation and Robotics
- Packaging Services
- Packaging Containers and Materials for Logistics
- Packaging Technology for Logistics
- Logistics Warehousing Equipment and Systems
- Recycling Technology

目标观众 Target Visitor

- 综合电商
- 垂直领域电商（食品、乳品、饮料、酒、美妆、服装、餐饮、生鲜、时尚品等）
- 跨境电商
- 品牌商
- 电商服务商
- 快递公司
- 物流公司
- 仓储公司

- General E-commerce
- Specialized E-commerce (Food, Dairy, Beverage, Wine, Cosmetics, Clothing, Catering, Fresh Food, Fashion Products, etc)
- Cross-boder E-commerce
- Brand Owners
- E-commerce Suppliers
- Courier Suppliers
- Logistics Suppliers
- Warehousing Suppliers

展示亮点 Highlight

电商包装自动化	E-commerce Automatic Packaging
柔性加工与生产	Flexible Processing and Production
生鲜冷链包装	Fresh Food & Cold Chain Packaging
外卖餐饮包装直采汇	Takeaway Food and Catering Packaging
绿色环保&回收	Eco-friendly Packaging and Recycling
物联网智能包装	IoT - Smart Packaging

展会发展 Show Figures

	2017	2018	2019预计 2019 (Expected)	协同UR无人零售展联展* Joint Exhibition of UR Expo*
规模 Exhibition Area	5,000 m²	8,000 m²	16,000m²	56,000m²
展商数量 Exhibitors	80	134	300+	750+
观众 Visitors	4,273	9,310	20,000	80,000

*上海国际无人值守零售展览会 Shanghai International Unattended Retail Exhibition

背面2018展会大数据 Next Page 2018 Post Show Data

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2018展会大数据 2018 ECPAKLOG Data

展商数据分析 Exhibitor Data Analysis

70% 展商在现场沟通意向客户和达成订单
Exhibitor reach intention customers and orders

展商整体满意度
Exhibitor's overall satisfaction

满意	Satisfied	84.32%
认可	Recommended	13.44%
不满意	Dissatisfied	2.24%

98%展商对展会整体效果表示认可和满意
Exhibitor' s overall recommendation and satisfaction 98%

展商对观众质量满意度
Exhibitor's satisfaction with quality of the visitors

满意	Satisfied	82.59%
认可	Recommended	14.93%
不满意	Dissatisfied	2.48%

97%展商对观众质量表示认可和满意
Exhibitor' s recommendation and satisfaction with quality of the visitors 97%

展商对观众总数满意度
Exhibitor's satisfaction with total number of visitors

满意	Satisfied	78.13%
认可	Recommended	17.92%
不满意	Dissatisfied	3.95%

96%展商对观众总数表示认可和满意
Exhibitor' s recommendation and satisfaction with total number of visitors 96%

观众数据分析 Visitor Data Analysis

观众行业分布 Industry of Visitors

电商平台（含综合电商、垂直领域电商、跨境电商、移动社交电商） E-Commerce platform (include general e-commerce, specialized e-commerce, cross-boder e-commerce, mobile social e-commerce)		19.59%
电商服务商	E-commerce Services Suppliers	4.64%
快递物流公司	Courier and Logistics Suppliers	11.70%
休闲食品、调味品	Snack Food and Condiment	19.12%
饮料乳品	Beverage and Dairy	8.23%
美妆日化	Cosmetics and Daily Chemicals	7.14%
生鲜餐饮	Fresh food and Catering	14.45%
服装、家居、3C	Clothing、Household and Electronics	7.46%
医药	Medicine	4.37%
其他	Others	3.30%

观众职能 Business Nature of Visitors

董事长/总经理	Chairman/ General Manager	16.84%
高层管理人员	Senior Head of Department	38%
技术人员	Engineer/Skilled Worker	14.53%
部门人员	Employee	20.21%
其他	Others	10.42%

观众整体满意度
Visitor's overall satisfaction

满意	Satisfied	81.31%
认可	Recommended	16.16%
不满意	Dissatisfied	2.53%

97%观众对展会整体表示认可和满意
Visitor' s overall recommendation and satisfaction 97%

观众对采购决策能力
Visitor's influence on decisions of purchasing

起决定作用	Decisive	40.9%
起推荐作用	Advisory	53.5%
不涉及	No involved	5.6%

94%观众对采购起推荐和决定作用
94% visitors recommended and decided on the purchase

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西鲜 FRESH FRESH
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