

第十四届 CPRJ 塑料包装技术论坛暨展示会

14th Edition CPRJ Plastics in Packaging Conference and Showcase

会后报告 | Post-Event Report



2026 年 8 月 6-7 日 | August 6-7, 2026



上海虹桥万丽酒店·中国 | Renaissance Shanghai Hongqiao, China



中英双语同声传译

English-Chinese Simultaneous Interpretation Provided Event



[完整议程](#)
[Full Programme](#)



[现场照片](#)
[Photo Gallery](#)

一场会议，多重精彩

One Conference, Multiple Dimensions of Value

第十四届论坛于2026年8月6-7日在上海落幕，聚焦品牌驱动下的塑料包装再进化，汇聚 **780+** 各界精英共探行业新机遇与解决方案。

Wrapping up in Shanghai (Aug 6-7, 2026), the 14th Edition event spotlighted brand-driven innovation in plastic packaging, uniting **780+** professionals to map out future opportunities and solutions.



上午全体大会

Morning Plenary

聚焦全球市场走向、政策解读与品牌先锋实践

Focusing on Global Market Trends, Policy Interpretation, and Pioneering Brand Practices.



同期主题沙龙

Concurrent Themed Salon

预制菜包装创新与菜品研发协同

Convergence Between Packaging Innovation and Product Development for Pre-made Food.



下午平行分论坛

Afternoon Parallel Sessions

三大主题赛道，覆盖轻量化、柔性制造与可持续包装

Three Dedicated Tracks Spanning the Light Weighting, Flexible Manufacturing, and Sustainable Packaging.



精准商贸对接

Precision Business Matching Sessions

仅受邀买家参与，深度对话

Exclusive 1-on-1 Dialogue Among Invited Executives and Buyers.

参会统计 Who We Served

785

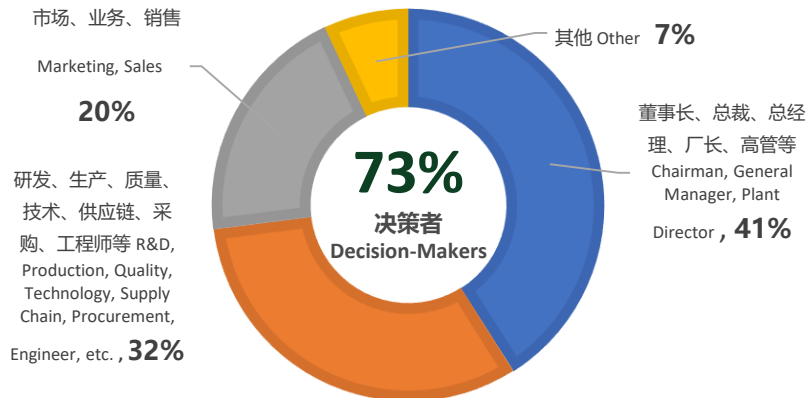
行业精英
Industry Professionals

433

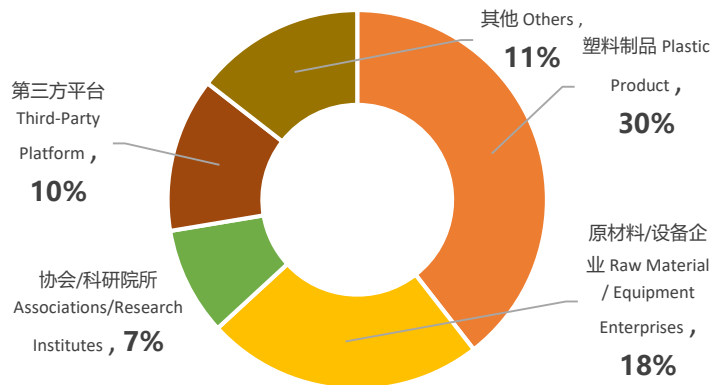
核心企业与机构
Companies & Institutions



参会者职能分布 | By Job function



企业类型分布 | By Company type



73% 的参会者拥有直接采购决策权

73% of attendees hold direct purchasing decision authority

知名品牌云集

World-Class Brands in Attendance

本届论坛汇聚快消、日化、宠物用品、电商/外卖包装、家电、3C等多元领域的头部品牌企业代表。这些行业既是塑料包装材料与设备的核心买家，同时也是驱动包装再进化的关键力量。

The forum brings together leading brand representatives from diverse sectors - including FMCG, pet products, e-commerce/food delivery packaging, home appliance, 3C – who are core buyers of plastic packaging materials and equipments, and key drivers of packaging innovation and upgrades.

消费品 (日化/美妆/医药健康/母婴/宠物/文具) / Consumer Goods

Mérieux 梅里埃

Beingmate 贝因美

Unilever 联合利华

P&G 宝洁

XueDe Stationery 学德文具

H&H Group 健合

L'Oreal 欧莱雅

Metz 玫斯

Gambol 乖宝

Deli 得力

食品饮料、餐饮与外卖包装 / F&B, Foodservice, Takeaway Packaging

Luckin Coffee 瑞幸

Haitian Flavoring 海天酱油

Lee Kum Kee 李锦记

Starbucks 星巴克

WEILONG 卫龙

Yihai Kerry 益海嘉里

汽车、无人机、光伏 / Automotive, Mobility, UAV, PV

BYD 比亚迪

Michelin Warrior Tire 米其林回力轮胎

Volkswagen 大众

Bosch 博世

DJI 大疆

XAG 极飞科技

LONGi 基隆绿能

Jinko Solar 晶科能源

家电与3C电子 / Home Appliances & 3C Electronics

BOE 京东方

Signify 昕诺飞

Chunmi 纯米

Compal Electronics 仁宝电脑

Yuetai Electronics 月泰

Youte Smart Kitchen 优特智厨

零售、电商与物流 / Retail, Online Retail & Logistics

JD.com 京东

SF Express 顺丰速运

Qiqu E-Commerce 趣趣电子商务

SIOT 上海浦东物联网协会

K-Mart 凯马特

*以上排名不分先后
In no particular order.



古德潮品、自然堂、欧力、俊平四家齐聚现场展示，其中古德潮品、欧力、俊平还带来专场演讲。次日主办方带队参观自然堂未来美妆城。 Goodgoods, CHANDO, Oatly, and Junping exhibited on-site, with Goodgoods, Oatly and Junping also presenting. The next day, the organizer led a tour of the CHANDO Future Beauty City.



演讲嘉宾

World-Class Speakers & Thought Leadership

本届论坛汇聚了来自行业协会、头部企业、供应链等40余位重磅演讲嘉宾，议题横跨政策解读、技术创新、品牌实践与全球视野四大维度，为参会者呈现了一场高规格、全方位的思想盛宴。Over 40 high-profile speakers from industry associations, leading enterprises, and the broader supply chain. The agenda spans four key dimensions: policy interpretation, technological innovation, brand practice, and global perspective, delivering a high-level, 360-degree intellectual feast for all attendees.

重磅嘉宾概览 | Speaker Highlights

马兵 Bing Ma

古德潮品（上海）文化发展有限公司 首席增长官
CGO, Shanghai Goodgoods Cultural & Creative

Alex Lim

马来西亚回收联盟 高级项目经理
Senior Project Manager,
Malaysian Recycling Alliance

李超群 Chaoqun Li

京东工业 包装业务总经理
General Manager of Packaging Business,
JINGDONG industrials

王磊 Lei Wang

CPCRA宠物产业发展大会发起人、广东省宠物行业协会常务副会长兼秘书长
Initiator of CPCRA Pet Industry Development Conference |
Executive Vice President and Secretary of Guangdong Pet Industry Association

路冰琳 Binglin Lu

国际安全运输协会（ISTA）中国执行主席
Executive Chair,
International Safe Transit Association

施楚楚 Chuchu Shi

杭州耕香生物科技有限公司 供应链负责人
Supply Chain Manager,
Hangzhou Gengxiang Biological Technology Co., Ltd.

张绮琦 Jackie Cheong

无限极（中国）有限公司 包装开发高级经理
Senior Manager of Packaging Development,
Infinitus (China) Company Ltd.

朱笑天 Xiaotian Zhu

荣喜宠物食品有限公司 艾尔品牌总监
Aier Brand Director,
Ronsy Pet Food



核心议题 | Topic Coverage



全球视野 Global Perspective

国际政策、欧盟法规、全球市场趋势
International Policies, EU Regulations, and Global Market Trends.



趋势洞察 Trend Insight

AI驱动、数字供应链、数智化转型
AI-Driven Innovation, Digital Supply Chain, and Intelligent Digital Transformation



品牌实践 Brand Practice

百年品牌跨界赋能、数智驱动包装生态、可持续发展之旅
Century-Old Brand Cross-Industry Empowerment, Digital Intelligence-Driven Packaging Ecosystem, and Sustainability Journey



智造升级 Intelligent Manufacturing Upgrade

全链协同、高效生产、成本优化
Full-Chain Synergy, Efficient Production, and Cost Optimization



品类创新 Category Innovation

功能&绿色并行、乳品包装创新、宠物包装品牌溢价
Functionality and Green Development, Dairy Packaging Innovation, and Pet Packaging Brand Premium



制造跃迁 Manufacturing Leap

创新中心赋能、企业穿越周期、系统化创新落地
Innovation Center Empowerment, Enterprise Cycle Navigation, and Systematic Innovation Implementation

定制同期活动

Concurrent customized events



同期主题沙龙

Concurrent Themed Salon

《塑包赋能，爆款“鲜”行——预制菜包装创新与菜品研发协同》

Plastic Packaging Enables Popular Fresh Products: Convergence Between Packaging Innovation and Product Development for Pre-made Food

论坛同期举办主题沙龙，来自落汤鱼、半天妖、龙餐联盟、蜀海供应链等企业代表，围绕预制菜包装设计、供应链协同与消费体验升级展开深入探讨。

Concurrent themed salon featuring representatives from Luotangyu, Bantianyao, C&FOOD, and Shuhai Supply Chain, diving into pre-made meal packaging design, supply chain synergy, and elevated consumer experience.



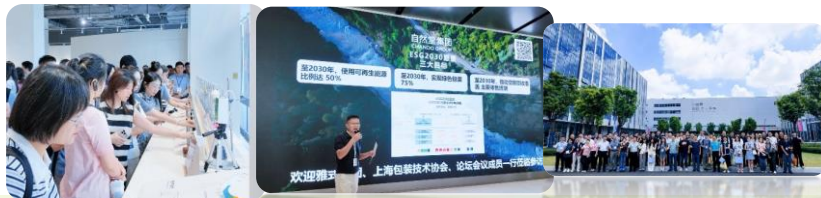
参观工厂：

溯源纯净·自然堂未来美妆城探访之旅

Plant tour: Tracing the Source of Purity · A Visit to the Chando Future Beauty City

论坛第二天，主办方带领参观团走进自然堂未来美妆城，探访智能制造与绿色实践，开启一场从“论坛”走向“工厂”，从“概念”落地“实践”的产业链深度交流之旅。

The next day, a guided site tour to CHANDO Future Beauty City, where delegates explored smart manufacturing and green practices—turning concepts into reality and bridging the forum with the factory floor.



欢迎成为定制活动的赞助商（互动游戏环节、同期活动、工厂参观等），让您的品牌与全球最具影响力的行业领袖直接对话。

Become our sponsor of concurrent events (interactive games, themed salon, customized factory tours & more), to position your brand directly alongside the world's most influential industry leaders.

“

产业链人聚在一起，聊材料、聊技术、聊绿色包装的未来。绿色包装这条路很长，一个人走不快，一群人才走得远。很高兴，我们已经在路上了。

Packaging leaders convened to discuss materials, tech, and the future of sustainability. The road is long — we move faster together. Glad to be on the journey.

— 自然堂集团 CHANDO

现场1-on-1商贸对接

1-on-1 Business Matching

精准商贸对接，让每一次握手都有价值

Precision Business Matching — Every Handshake Has Value

52

1对1 商贸对接
1-on-1 Sessions

25

采购商
Buyers

23

供应商
Suppliers

50+

买家需求
Sourcing Requests



部分买家需求 | Sourcing Request Samples

纤维素膜 Cellulose film

小型吹膜机 Small-scale blown film machine

PE、PP、PET、PCR

生物基 PP & PE (Bio-based PP & PE)

印刷机 & 印刷材料 Printing machine & materials

注塑设备 Injection molding equipment

自动化设备 Automation equipment

rPET

可降解单一材料 Biodegradable mono-material

高阻隔薄膜 High-barrier film

卫生用品的塑料包装 Plastic packaging for hygiene products

做瓶盖的模具 Cap mold

制药行业的包装材料，比如过滤组件、药用容器的聚乙烯材料、聚丙烯等 Materials for pharmaceutical packaging: Filtration components / Filter assemblies, PE, PP, etc.

丙烯酸压敏胶、硅胶压敏胶、氟素离型膜、非硅离型膜方面的材料 Materials for acrylic and silicone pressure-sensitive adhesives, fluorine release films, and non-silicone release films

部分参会企业 | Participated Enterprises (Partial)

壳牌 Shell、阿普拉 ALPLA、通产丽星 Beauty Star、旺旺 Want Want、益海嘉里 Yihai Kerry、三樱 Sunying、蒙牛 Mengniu、仁宝电脑 Compal Electronics、和黄白猫 Hutchison WhiteCat、大冢制药 Otsuka Pharmaceutical、顶正 Dingzheng Packaging、长园电子材料 Changyuan Electronic Material、当纳利 R.R. Donnelley...



媒体曝光

Media Exposure & Reach

论坛影响力延伸至会场之外，触达全球行业受众

Conference Impact Extends Beyond the Venue to Reach Global Industry Audiences

205,000+

品牌曝光量
Brand Exposure

多平台同步宣发
Multi-platform Exposure

中英双语同声传译
Bilingual (Chinese & English) Simultaneous Interpretation



错过现场？照片回顾！
Scan to View
Your Missed Sessions



获取论坛信息
Stay Updated on
Upcoming Conferences

渠道 Channel	平台 Platform
官方网站 Official Website	AdsaleCPRJ.com
微信公众号 & 视频号 WeChat	雅式橡塑网 AdsaleCPRJ
领英 LinkedIn	@AdsalePlasticsNetwork
Facebook	Adsale Plastics Network



750+包装人齐聚上海：塑料包装如何寻找下一增长曲线？

雅式橡塑网 AdsaleCPRJ 2026年8月6日 18:17

上海 1人 星标



“All in AI”之后，

包装行业的AI进入了哪一步？

面对轻量化、环保、个性化的多重挑战，

企业正在寻找哪些新解法？

下一轮增长，又藏在哪些新风口？



赞助品牌及视频剪辑将上线论坛官网、合作媒体及会后宣传矩阵，持续释放品牌曝光的长尾效应。诚邀您转发分享，若错过现场，也可随时回看精彩内容，重温行业洞见。

Sponsor branding and video clips appear across official website, media coverage, and post-event materials — creating a long-tail brand exposure effect. We encourage you to share and reshare! Missed the event? Catch the videos anytime to revisit key industry insights.



专业 × 趣味并存，让每一位参会者满载而归

Professionalism meets joy – Making meaningful moments together!



现场展示 × 交流

Showcase × Business Matching

参会者可与展示方直接交流，快速对接技术与商机。

Meet suppliers directly for fast tech and business matching.



多重互动环节 × 高层对话

Interactive Sessions × Executive Dialogue

以专业内容结合互动游戏轻松氛围，促进跨企业的思维碰撞。

Where fun sparked ideas – bring professional thinking into interactive moments and connecting ideas across companies.



66

本次论坛专业度高，嘉宾覆盖全产业链，议题紧扣包装创新、可持续、AI应用等热点，直击痛点，资源链接与对接效率突出。“总+分”论坛模式实用，会务保障到位；自然堂参访直观展现美妆全链路，启发颇深。整体资源整合力强，是兼具洞察与商务价值的优质平台。

Top-tier content with full value chain representation. Hot topics—innovation, sustainability, AI—tackled head-on. Excellent main + breakout structure, seamless logistics, and a standout CHANDO plant visit. A powerful platform for insights and business connections.

鸣谢50+ 赞助商支持

Salute to Our 50+ Partners~

感谢以下赞助商的鼎力支持，共同成就这场行业盛会

Our sincere thanks to the following sponsors who made this event possible

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DOBAO 得宝

re-mall
睿美

POLYTREND



BRother

*以上排名不分先后 In no particular order

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FCS
富强鑫集团

🍷 瓶装水 Bottle Water Sponsor

Chum Power

📋 其他赞助 Other Sponsor

古田化工

赞助商心声

Sponsor Testimonials

“

我们目前更看重买家对接的精准度而非数量规模。论坛现场主办方协助引荐了有明确需求的采购方，让我们有机会直接进入目标客户的视野，为后续合作打开了入口。此外，全程的品牌露出叠加会后的持续推广，也有效延长了会议本身的传播周期和转化窗口。

We value precision over volume. The organizer introduced us on-site to buyers with defined needs—fast-tracking us into target accounts and unlocking real follow-up opportunities. Layered brand exposure plus post-event promotion stretched the conference's impact and conversion window well beyond the event itself.

— 振雄模具 (Zhengxiong Molds)

“

我们已多次参加雅式的论坛，每次主办方都能精准把握市场脉搏，邀请的嘉宾阵容也十分重磅，让我们在一天之内高效获取关键行业信息。同时，论坛还提供了与海内外嘉宾深度交流的机会，比如这次专程从马来西亚远道而来的讲者，主办方的引荐让我们得以第一手了解当地市场动态。非常感谢主办方的用心付出！

We've sponsored the conference multiple times, and each edition has impressed us — giving us a full day of high-impact industry insights. We also connected directly with a speaker who's from Malaysia, gaining first-hand insight into the local market. Huge thanks to the team for introducing us and making it all happen!

— 始命再生 (Mission Recyco)

观众评语

Attendee Feedback

“

本次论坛内容覆盖食品、美妆、宠物等多赛道，极具参考价值。主办方统筹周全，分论坛、主题沙龙、供需商贸对接、工厂参访安排错落有序，还面向全行业开放议题征集，主动贴合产业痛点，会务专业贴心，是塑包领域不可错过的标杆盛会。

Packed with insights across food, beauty, and pet packaging. Excellent organization, industry-driven topics, and strong networking—including plant tours and matchmaking. A standout event for the plastics packaging sector.

— 伊利 (Yili)

“

多年持续参与CPRJ塑料包装技术论坛，每一届都收获颇丰。论坛总能同步最新海内外包装法规、行业低碳环保发展趋势，还能精准对接优质环保包材供应链资源，持续拓宽行业视野、迭代认知思路。此番十分荣幸，以沙龙特邀嘉宾身份登台交流分享，同台探讨行业痛点与发展机遇，更是受益匪浅。由衷致谢雅式团队精心统筹策划，搭建起高质量供需对接交流平台，打通上下游资源链路，赋能行业互通共赢，实属难得，期待后续继续深度同行。

A proud multi-year participant of CPRJ conference. Every edition delivers fresh global compliance updates, low-carbon trends, and premium eco-material connections that keep our perspective sharp. Honored to speak at this year's themed salon alongside industry peers. Sincere thanks to the Adsale team for curating a high-quality platform that bridges the entire value chain. Looking forward to what's next.

— 兆婷化妆品 (Opal Cosmetics)

精彩预告

Upcoming Events



CRRE资源循环大会暨展览会 (CRRE 循博会)

Circular Resources and Recycling Expo

期待与您 共建 资源循环新生态

从行业论坛到圆桌对话，从闭门买家到产业政策协同
把一次展会的能力，变成一整年合作的起点

NEXT STEP · JOIN US

与 CRRE 组委会 · 共启 2026

聚势 · 破界 · 共生 —— 在关键局的产业现场相遇

SAVE THE DATE

2026.11.25 – 27

11.25

WED

11.26

THU

11.27

FRI

VENUE

Suzhou International Expo Center, China

中国·苏州国际博览中心·长三角



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CPRJ 更多主题论坛

Themed Conferences

医用橡塑 | Medical Plastics & Rubber

2026.9.17 – 9.18 苏州 Suzhou

车用塑料 | Plastics in Automotive

2026.11.12 – 11.13 上海 Shanghai

回收与循环经济 | Circular Economy

2027.4.12 深圳 Shenzhen

塑料包装 | Plastics in Packaging

2027.8 (TBC) 华东 East China (TBC)



论坛官网

Scan for more
event details



聚焦细分赛道，精准触达目标买家 — 立即咨询赞助合作方案！

Focus on niche tracks, reach your target buyers precisely — Enquire about sponsorship now!

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现场精彩回顾 | Highlights Review



现场照片
Photo Gallery