

Press Release



WPO supports packaging training program in India

The second edition of the Program joins 14 participants from six different countries, all WPO members.

Stockholm (Sweden), September 2011 From September 7th to 16th, **WPO (World Packaging Organization)** in partnership with the Indian Institute of Packaging and Packaging Society from the UK, both member organizations, will deliver the Second Global Training Initiative in Mumbai. Guided by the educational mission of **WPO** the Program objectives are: discuss new trends in packaging materials, techniques and technologies; get acquainted with new trends along with specific sector (food, pharmaceutical, consumer products, industrial products etc.); have an exposure towards products' differentiation with packaging and marketing trends; create country platforms to disseminate information on the latest packaging advances.

The 10 days course will cover multi-disciplinary topics like Basics of Packaging Principles and Concepts; Packaging Materials; Packaging of Food Products; Food Safety and Food Testing Techniques; Packaging Systems; Significance of Quality Control and Testing; Printing Processes and Printing Inks; Packaging & Environment – Recycling; Packaging Machinery; Packaging Line Operations.

"To make it more interesting and complete, the Program will also include classroom lectures, case studies, group discussions, participatory exercises and visits to industries", explains Keith Pearson, **WPO** President. The course will be limited to participants from **WPO** member countries and all will receive certificates on successful completion of the program. The best country paper presentation/project work will also be awarded.

Keith completes: "In fact this is the second time we accomplished such a complete program in India. And thanks to the success of the first edition, in 2010, **WPO** decided to support another edition." There are 14 participants: 6 from Lebanon, 1 from Croatia, 1 from Tanzania, 2 from Kazakhstan, 1 from South Africa and 3 from India. "The special

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. The WPO secretariat is located in Stockholm, Sweden, and is hosted by Innventia – one of the world's leading R&D companies in the fields of pulp, paper, graphic media, packaging and logistics (www.innventia.com).

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attraction of this program is the on-line training given by the Packaging Society in the UK through WebEx and Skype.

The Second Global Training Initiative is in accordance the recently approved new rules of **WPO** Education Committee. The group developed a procedure for recognizing good quality education and training programs from its members and others. The new system also allows information about these programs to be placed on its web site and permits organizations with recognized courses and/or qualifications to endorse these as "Recognized by the World Packaging Organization".

More information contact Carl Olsmats, **WPO** General Secretary by e-mail carl.olsmats@innventia.com or visit www.worldpackaging.org.

About WPO

Founded in 1968 on the occasion of the second Japanese International Packaging Exhibition, the World Packaging Organization is made up today of member organizations from 42 countries. Many members are packaging institutes; other significant members are national or regional trade organizations that promote their countries' packaging products. In recent years, WPO has focused on packaging in developing nations.

With headquarters in Stockholm (Sweden) the entity promotes projects and actions aligned to its main slogan "Better Quality of Life Through Better Packaging for More People." With that mission in mind, WPO encourages the development of packaging technology, science and engineering; stimulation of international trade; and the advancement of packaging education and training. The President, Keith Pearson, is based in South Africa.

Press information and request of pictures and interviews:

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