

Press Release



WPO President and Executives are available for interviews during PACK EXPO International

“The role of packaging in reducing food waste and poverty and how packaging education programs can be a powerful tool to achieve these goals” are some issues to be discussed.

October 2018 Dear journalist, if you are attending PACK EXPO International (Oct. 14–17; McCormick Place, Chicago, USA) and want to have fresh news on global packaging policies, trends and developments, please feel free to make an appointment to interview **WPO (World Packaging Organization – www.worldpackaging.org)** President, Pierre Pienaar, or one of WPO Executives present at the show.

They will be available through a previous agenda. **Just send me your name, magazine and date/time desired** and I will check the availability.

They will be also present at the sessions below, under the name **Interactive Panels on Global Perspectives on Packaging**. These events are organized by WPO in partnership with PMMI:


- Monday, Oct 15 - 2:30 p.m. – **Johannes Bergmair**, WPO General Secretary, leading the discussion about “**Why is packaging that SAVES FOOD so SUSTAINABLE?**”
- Monday, Oct 15 - 3:30 p.m. – **Pierre Pienaar**, WPO President, leading the discussion about “**Active Packaging Development for Convenience**”
- Tuesday, Oct 16 - 10:30 a.m. – **Karen Proctor**, Professor at Rochester Institute of Technology (RIT) in the faculty of Packaging Science Department, leading the discussion about “**Bringing Sustainable Packaging Innovation into the classroom**”.
- Tuesday, Oct 16 - 11:30 a.m. – **Franco Mercado**, Design Director/Strategic Consultant in Innovation and Packaging Systems, leading the discussion about “**Using packaging design to enhance the consumer experience**”.

For more information:

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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. For more information, contact WPO at www.worldpackaging.org.

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 WPO – World Packaging Organization

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