

Press Release



China will host 2nd WPO Board Meeting of 2018, in October

The city chosen by WPO local member, CEPI (China National Export Commodities Packaging Research Institute), is Jinan, capital of the province of Shandong.

October During the week of October 22 – 26, the city of Jinan, in China, will become the center of global packaging discussions. At this occasion, **WPO (World Packaging Organization – www.worldpackaging.org)** will hold its 101st meeting, organized by its local member CEPI (China National Export Commodities Packaging Research Institute), The Organization expects the participation of about 35 members, representing 30 countries. Australia, Austria, Brazil, China, Croatia, Czech Republic, Finland, Indonesia, Kenya, Lebanon, Nigeria, South Africa, Turkey, UK and USA are some of the countries already confirmed.

During the week, members will have the chance to participate in a series of relevant and interesting meetings and events. Besides the official **WPO** Board Meeting (October 25), part of the program includes the WorldStar Judging Process (October 24) and a National Packaging Conference (October 23). “We are very proud of all efforts of CEPI, our member in China, for organizing such a huge and comprehensive week for **WPO** members. As the World Packaging Organization, we have the responsibility of discussing strategic matters to sustain growth of this industry and too keep our mission alive ‘Better quality of life through better packaging for more people’”, states Pierre Pienaar, **WPO** President. According to him, currently, one of the main discussions in the packaging world is about “The role of packaging in reducing food waste and poverty and how packaging education programs can be a powerful tool to achieve these goals”. This will also be the central theme of a Press Conference that is planned during the week.

“**WPO** has in its DNA the responsibility of educating professionals and industries of the relevance of packaging, from a technical and technological point of view, as well as from a marketing perspective”, adds Pierre. One of the main tools **WPO** uses to achieve this goal is the Packaging Education Programs carried out in many countries, especially developing countries. Besides the huge number of packaging professional trained in the last five years, other significant results of these efforts can be seen in the packaging projects that enter WorldStar Awards, the most important packaging competition in the globe, also organized by **WPO**. Entries for the 2019 edition will be judged in Jinan.

For more information about WPO activities in China, please contact:

Liliam Benzi


WPO Press & Communication Officer

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.

Press Release



ldbcom@uol.com.br

 (+ 55 11) 99989-1597

 liliambenzi

 WPO – World Packaging Organization

 [linkedin.com/in/WPO](https://www.linkedin.com/in/WPO) World Packaging Organization

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.