



October 2018 – 036

*Better quality of life
through better packaging
for more people.*



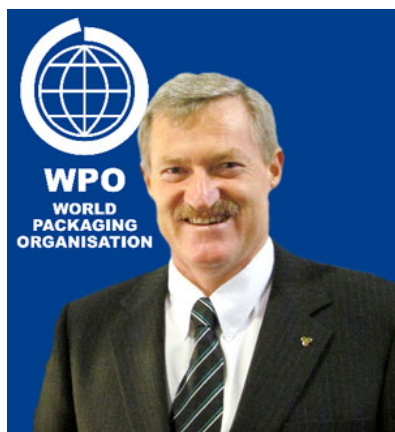
W P O N E W S

The Packaging Community Around the World

President's Word

Packaging can be more than packaging. Try to find the "Lukes" of your world!

Pierre Pienaar*



What an exciting time that the WPO is currently going through. If I look around the world, as to what is being done in packaging, then it is most reassuring because it fits in so well with the objectives that I presented in Rio de Janeiro, when I took over the presidency. I remind all readers of the objectives:

- **Reduction of food waste** through the better use of packaging and awareness thereof. Included in this is education, which is happening as we continue to build on activities that are already taking place around the globe.
- **Reduction in poverty** by the use of better and more effective packaging, but focussing on correct use of packaging.
- **Enhance WPO global image** by spreading the need for such an organisation in countries that currently are not involved.

Our WPO Board members in all the corners of the globe are getting behind these objectives in such a positive manner and making a significant difference in their regions. Thank you.

Since the last WPO News, I have continued to represent our organisation around the world. The extensive travels, since being involved in the WPO, are what drive me and certainly have taught me so much about packaging ideas, innovation, what packaging can do to help save food, and in so doing reduce poverty. I have seen such interesting ideas from students in China to innovative ideas from farmers in Australia. It remains fascinating and exciting.

In May this year, I was in Mumbai, India to attend the 7th Annual InnoPack Pharma Confex. Together with one of our Global Ambassadors, Chakravarthi AVPS, we presented the WPO. The WPO got good exposure and generated plenty of interest amongst attendees. A number of large corporate companies approached us in wanting to become members.

The Confex was all about innovations in pharmaceutical packaging to enhance sustainability, and simplify usage for patients through adopting latest technologies. I presented a paper at the international conference on Innovations in Packaging where I discussed WPO's position regarding reducing waste through better packaging. I spoke about enhanced packaging concepts in the pharma sector to extend shelf life and finally looked at what the WPO intends doing to reduce poverty across the globe.

In June, I visited ProPack Asia Thailand, where again I met our Global Ambassador, Chakravarthi AVPS, as well as Board Members; Ariana Susanti and Nerida Kelton, both WPO members from Indonesia and Australia, were there as well. ProPak Asia is the largest industry event of its kind in Asia. It's Asia's best platform to connect to the regions' rapidly expanding processing and packaging industries. Going from strength to strength every year, ProPak Asia has a proven track record delivering the highest quality and quantity trade buyers, the greatest number and selection of international suppliers, and the best showcase of latest technology and innovations in the region. I presented a paper at the 2018 Asia Drink Conference discussing the latest in Smart Packaging. I also spoke at the ASEAN Packaging Seminar on "Packaging in a Circular Economy".

As industry continues to expand across Asia, due to growing consumer demand, new trends, strong growth rates, increasing exports and intra-ASEAN trade, ProPak Asia is an important meeting place for the industry and WPO representatives.

In July, I once again enjoyed a week of lecturing the Masters in Food Innovation and Packaging at the University of Melbourne. I always find this inspiring and rewarding.

August saw me in India again at Propack, where UBM India, launched the debut edition of ProPak India, – a B2B platform for the packaging and processing industry, for the first time at the India Expo Centre, Greater Noida, outside New Delhi. ProPak India was co-located with Fi India & Hi, the only B2B event in the Indian sub-continent for the food and health ingredients, due to the synergy between the two. Combined, the shows provided industry players an entire array of products and solutions pertaining to food ingredients, processing, technology and packaging under one giant umbrella. At ProPak India we saw packaging solutions pertaining to products from medicines, cosmetics, appliances, industrial systems and machinery, amongst many others. I presented a paper at the Seminar addressing the importance of safety through packaging.

More than ever before it was evident that there is a need, as well as a desire for many across the globe, to learn more in the science and technology of packaging. It was an exciting packaging training week in Wuxi, China, where I spent the week lecturing to Packaging Engineering students as well as industry. The attendees were eager to learn and we fortunately had access to a professional Chinese / English translator, which made lecturing so much easier. The standard of students' ability to grasp the information was high and feedback was good. The university was most supportive in offering their facilities and are keen to welcome the WPO back again.

More recently, I focussed on getting our global message across to the younger generation. No better place than in my home city of the Gold Coast, Australia, where I gave lessons to Grade 1, 3 and 7 on various packaging related topics but always bringing in the element that synergises with the WPO objectives that I set in Rio, in November 2017.

In addition, I have been so inspired by working with high school students in their STEM (Science, Technology, Engineering and Mathematics) classes. Schools are desperate to get industry involvement in these classes so that students can see the real application of their learning. I am currently working with some Year 8 students contemplating the global problem of deforestation. One of these groups is making liquid fertiliser from food waste to be used by another group who wants to impregnate jute mats to stop soil erosion while re-introducing nutrients into the depleted soil. Another group is designing houses, made from recycled plastics, in an attempt to reduce logging and the industry it supports. These are 13 year olds keen to see the real world purpose of their learning.

In my passion for educating, equipping and empowering the next generation to be smarter, more adaptive consumers of packaging – or consumers of anything for that matter – I'll leave you with the story of LUKE - a young man I met recently. Luke is a Gr 11 student who has decided to stand up and DO something about waste. He has gathered a team of friends. He has approached the Principal. He has approached the city council. He has spoken at assemblies and to classes across from Grade 1 to Grade 12. Together, with my help, he'll have contact with the local city councillor and hopefully have the endorsement of the AIP and the WPO. I am not doing much other than showing an interest in order to EDUCATE, EQUIP & EMPOWER. I know you can do it too! I implore you to find the Lukes of this world that our industry can support.

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Around the World

Best Packaging Designs of 2018 are selected in Turkey



The winners of the Crescents and Stars for Packaging Competition, organized by the ASD (Turkish Packaging Manufacturers Association - www.ambalaj.org.tr), a WPO member, were just announced. The competition, in its 8th edition, evaluated 210 products in 11 different categories; 114 packages were awarded. All the participants who came out in the competition can participate in both the WorldStar Award, from WPO, and AsiaStar competitions. The ceremony of Crescents and Stars for Packaging is scheduled to October 12.

Packaging manufacturers, brand owners and designers attended the Judging process of the Crescents and Stars for Packaging Competition. The criteria was from production quality to eco-friendliness and from design to uniqueness. The highest number of applications came from the food, graphic design and beverage categories. The competition is the only one in Turkey is qualified and valid in the international arena as it is accredited by WPO and by APF (Asian Packaging Federation), another WPO member.

"We are proud and happy to reward the successful works of Turkish companies in the area of packaging. We will continue to organize our competition biennially, in a way to switch from passive status to a leading position in the global markets. The Crescents and Stars for Packaging Competition is indicated to be among the most valuable awards in Turkey in 2018. Applications from abroad are accepted since 2015 and unique packaging designs, different and innovative packaging applications that leave their mark on the industry worldwide are rewarded." says Zeki Saribekir, President of ASD.

And adds: "The products of the Turkish packaging industry are exported to 180 countries worldwide. Turkish packaging manufacturers continue to gain new markets and the industry is taking decisive steps on the way to be the packaging center of Eurasia. As packaging manufacturers, export and modernization always come first for us, we continuously invest in R&D and innovation. Now we believe that Automation and Industry 4.0 will become much more important".

The complete list of winners can be seen at <http://www.ambalajyarismasi.com>.

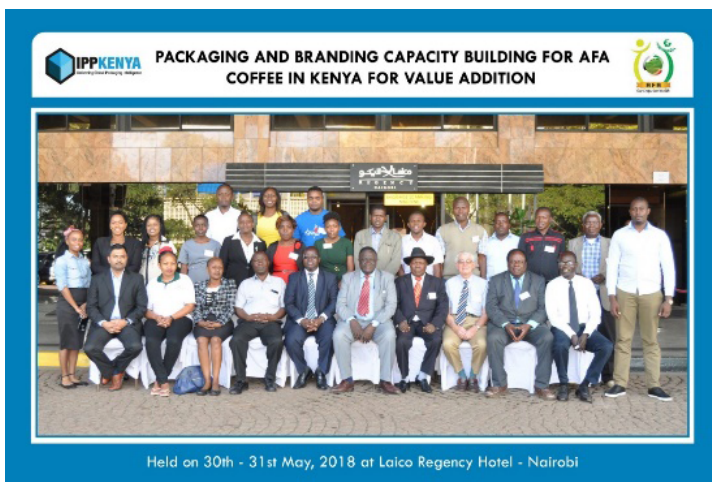
Brazilian Packaging Award, the night of recognition!



For 18 consecutive years, WPO member in Brazil, ABRE (Brazilian Packaging Association – www.abre.org.br) organizes the ABRE Award of Brazilian Packaging. This year's ceremony was particularly more interesting and the main message very instigating. According to Luciana Pelegrino, WPO Vice President Marketing and Executive Director of ABRE, in the opening speech of the ceremony: packaging, more than ever, must attend people's expectations. The connection between packaging and society is mandatory". Message was reinforced by ABRE's President, Gisela Schulzinger. "We live the challenge of extreme transparency and this transparency must be reflected in packaging and attitudes", completed.

All winners of ABRE's Award are eligible to WorldStar Packaging Award, from WPO.

Kenya conducts a packaging training campaign in agricultural crops



Supported by AFA (Agricultural Food Authority) from Ministry of Agriculture, WPO member in Kenya, IOPPK (Institute of Packaging Professionals Kenya – www.ioppk.com) has been carrying out a major Packaging Training Program in Agriculture through the entire country. Since the beginning, around 400 persons were trained in packaging for: Food Crops(Cereals, Legumes, Pulses, Tubers Etc), Horticulture, Beverages (Coffee and Tea), Sugar, Textiles, Industrial Crops (Pyrethrum and Insecticides) and Nuts and Oils.



Part of the program happened in UK, at IOM3 facilities, another WPO member. During the trip, students also visited The London Fresh Produce Market and some supermarkets to compare and contrast the packaging. There was also a visit to Bosch Packaging Machinery. According to Joseph Nyongesa, Chief Executive Officer of IOPPK, "The major objectives are to build packaging skills, add value, reduce and prevent food waste and loss and use packaging as a too to communicate the brand".

Keith Pearson active in India



Former WPO President and General Secretary, Keith Pearson, reported his participation as speaker in the 7th Specialty Films & Flexible Packaging Global Summit – 2018, in Mumbai, India, in the beginning of september, “was a very stimulating experience”. Keith was invited by WPO local member, IPP (Indian Institute of Packaging – www.iip-in.com), run by Dr. N. C. Saha.



AIP joins SAVE FOOD Initiative

WPO member, AIP (Australian Institute of Packaging – www.aipack.com.au) has joined the SAVE FOOD Initiative as part of the Institute’s commitment to the United Nations Sustainable Development Goal 12.3 and to the National Food Waste Strategy in Australia.

SAVE FOOD is a joint initiative of the Food and Agriculture Organisation of the United Nations (FAO), the United Nations Environment Programme (UNEP), Messe Düsseldorf, and interpack, the leading global trade fair for packaging and processes. Their goal is to fight global food waste and loss through a global alliance of all stakeholders.



“The role of packaging in reducing food waste is crucial and the SAVE FOOD packaging

awards have already proven that our industry has innovative ideas to emphasise that role. Being part of the SAVE FOOD Initiative communicates the industry's potential to the relevant stakeholders and encourages new projects and ideas to reduce food loss and waste", said Bernd Jablonowski, Global Portfolio Director Processing and Packaging at Messe Düsseldorf.

Nerida Kelton, Executive Director, AIP added that the Institute launched the Save Food Packaging Design awards three years ago, in conjunction with WPO and the SAVE FOOD program to encourage improved food packaging design that minimises food waste.

"Australia was the first country in the world to accept the WPO invitation to initiate this award with Australia and New Zealand winners showcased at the international interpack trade exhibition in Germany during May, 2017. In May 2018 two of the award winners showcased at interpack went on to receive the Gold and Bronze Save Food Packaging Design Special Awards from the WorldStar Packaging Awards. The winning Save Food Packaging designs include advances in extension of shelf life, portion control, improved use-by-date information and on-pack communication, openability and resealability to help prevent wastage of packaged foods", she said.

And adds: "AIP wants to encourage global industry support to ensure the widespread implementation of these world-leading innovations. It will make a huge difference if improved Save Food Packaging design becomes standard criteria for all manufacturers globally and the packaging industry needs a global platform like the SAVE FOOD Initiative that can accelerate positive change. We can't have a fragmented approach if we expect to see necessary improvements in packaging design that minimises food waste."

For more information, visit: <http://aipack.com.au/about-us/fight-food-waste/>

Save Food and Food Waste initiatives run by AIP



AIP (Australian Institute of Packaging – www.aipack.com.au), a very active WPO member, ran its first workshop to scope their industry-based Fight Food Waste Cooperative Research Centre (CRC) project for 'the role of packaging in minimising food waste' in September. AIP looks forward to developing innovative and collaborative projects for not only the packaging industry, but also for consumers.

AIP is also focused on education and training programs that can assist with minimising food waste and loss globally. With this, the Institute developed a half-day training course on The Role of Packaging in Minimising Food Waste, run in July, in New South Wales. The course was presented by Dr Karli Verghese FAIP, who is the Reducing Supply Chain Losses Research Program Leader of the newly-formed Fight Food Waste Cooperative Research Centre.



Participants gathered to learn more on food loss and waste and discussed packaging's role. With representation from primary producers, brand manufacturers, packaging companies, designers, academics and State government the conversation was lively with great sharing of the issues and challenges that we all face in understanding the

complexities. These can include current set up of operations, infrastructure, selection of materials, product characteristics, customer requirements, and consumer behaviour.



Audience concluded there are many opportunities where packaging can help in reducing food loss and waste such as cushioning of produce from farm to shelf, appropriate serving sizes and portioning, and sealability of packs. Fit for purpose product-packaging design that balances the selection of packaging materials with

protecting all of the resources that went into growing and producing food was also covered in the half day course. The importance of whole of life cycle design was also evident with discussion also centring on the goal of selecting materials that consumers can separate for appropriate end of life waste management.

A second event was held in Auckland, New Zealand, as a part of FoodTech PackTech, on the 19th September.

Packaging Award in South Africa



WPO member in South Africa, IPSA (Institute of Packaging South Africa – www.ipsa.org.za), judged its local packaging award, GoldPack, in August. Among the judges, it was WPO Ambassador, Kishan Singh.



The packaging projects that win GoldPack will be eligible to WorldStar Award, the major global packaging competition, organized by WPO. The packages registered to WorldStar until the closing date – 20 September – will be judged in Jinan, China, on 24 October, during the 2nd WPO Board Meeting of 2018. All results will be announced on December and the Awards Presentations and Gala Evening will take place on May 2019, in Prague, Czech Republic.



From the board

WPO participates in Egyptian Packaging Sector Assessment Validation Workshop, an UNIDO initiative



Last September, WPO Vice President Conferences, Exhibitions and Awards, Executive Director of LibanPack (www.libanpack.org) and UNIDO Packaging Expert, Soha Atallah, and WPO General Secretary, from Austria, Johannes Bergmair, spoke at the Egyptian Packaging Sector Assessment Validation Workshop, in Cairo, an event organized by UNIDO, under the patronage of the Ministry of Trade and Industry, and in cooperation with the Federation of Egyptian Industries and WPO.



The objective of the workshop was to review the results of the assessment conducted by UNIDO in February 2018 and discuss the proposed project intervention with counterparts and national stakeholders. Furthermore, the Workshop highlighted

global packaging challenges and opportunities and its importance and relevance to various sectors, specifically the food and agri-business sector.

The study presented on the event, shows the following data regarding Egyptian packaging market:

- cost of packaging material, as a percentage of total product cost in Egypt, ranges between 5% all the way up to 50% for the more fragile fresh produce;
- SMEs have challenges with regard to their lead times even at these high costs. Since they require smaller product batches which are often lower priority to the packaging

manufacturers due to the larger orders by the large companies;

- this creates pressure on the local agriculture produce exporters or manufacturers because they need to rely on imported packaging which comes in a wider variety of shapes, sizes and specifications and is more reliable with regard to standard compliance overseas;
- the original Industrial Modernization Centre's (IMC) strategy had estimated that 80% of the packaging market is linked to small factories, 6% to medium size factories and 14% to big players;
- in recent years, there has been a shift towards more sophisticated packaging which is dominated by larger players.

In the coming months, UNIDO, together with WPO, will finalize the proposed project design through a consultative process with national counterparts and stakeholders.

WPO at Tokyo Pack

WPO Vice President Education, Aslihan Arıkan, also General Secretary of ASD (Turkish Packaging Manufacturers Association – www.ambalaj.org.tr) will represent World Packaging Organization at the opening ceremony of Tokyo Pack (October 02-05). Considered Asia's premier international packaging technology and design show. Tokyo Pack is defined as "the place where conversations start for international, cross-cultural and multi-sector cooperation between developed and developing countries, aimed at solving the biggest issues of today and tomorrow".

This edition will be focused on saving food and waste. It is good to remind that Japanese industry specialities include precision engineering, active technologies in pack devices and smart films that draw on Japan's 50 pioneering years, innovation in resealable systems for flexible plastics, and functional packaging papers and boards. Environmental 'heroes' in water-based printing are cutting levels of avoidable greenhouse-gas emissions. One of Japan's champions in that sector wants the world to sing from the same song-sheet and is encouraging others to join the effort to improve air quality in their local neighbourhoods, across cities and the wider environment. Chinese printers have been first in line to take up the offer.

According to Shigeo Koshino, General Managing Director of JPI (Japan Packaging Institute – www.jpi.or.jp), the show's organiser and WPO member, "We expect to see up to 200,000 visitors in the four days of the show, with a greater overseas participation". There are already confirmed exhibitors from 15 countries - Germany, Italy, The Netherlands, Sweden, UK, France, USA, Malaysia, Vietnam, Thailand, India, Indonesia, China, Korea and Taiwan. For more information about the show visit www.tokyo-pack.jp/en/.

Keith Pearson nominated to The Packaging & Processing Hall of Fame



WPO former President and General Secretary, Keith Pearson, was nominated to The Packaging & Processing Hall of Fame that recognizes career packaging and processing professionals for their significant contributions to the industry and education. The honor, which PMMI coordinates, had been awarded annually from 1971 until 2014. A new class will be inducted during PACK EXPO International 2018 (October 14-17 – Chicago – USA). The 2018 class also includes Tim Bohrer, Michael Okoroafor, Susan Selke, and Chuck Yuska.

Pearson's passion has evolved during a distinguished professional career that started as an engineer at Kohler Corrugated Packaging in 1970. Three years later he was transferred to Walvis Bay Containers in Namibia as the production manager at

a corrugated converter serving the fishing industry. He continued to advance within the Kohler Group, becoming Managing Director.

He subsequently became active in the IPSA (Institute of Packaging South Africa – www.ipsa.org.za), a WPO member, where he served two terms as Chairman. IPSA awarded him with an honorary membership, while he also earned a Packaging Achiever Award from the Packaging Council of South Africa.

As published in PACKEXPO page, Keith Pearson's 18 years serving on the WPO board remains a highlight of his career. "WPO gave me the privilege of being part of a global family where developed and developing countries could network," Pearson says. He takes pride in "supporting WPO's vision of providing 'Better quality of life through better packaging for more people.'" Since retiring from Kohler Packaging, Pearson has continued to work as a packaging consultant in countries throughout Africa.

"Professionals like Pearson have contributed to our industry as advisors, pioneers, visionaries, educators, and innovators and inventors of packaging and processing technology. Their contributions have led the industry to where it is today," says Jim Pittas, CEO, PMMI.

WPO events at PACK EXPO International

With full support of PMMI (The Association for Packaging and Processing Technologies), WPO is organizing a series of interactive content sessions during PACK EXPO International (Oct. 14–17; McCormick Place, Chicago, USA). The four confirmed sessions, under the name Interactive Panels on Global Perspectives on Packaging, organized by WPO and PMMI, are:

- 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".

As WPO President and one of the panellists, Pierre Pienaar, explains: "We developed a new model to PMMI. These are intended to be interactive sessions and not speaking sessions as we normally see in a conference. We truly believe the leaders of each theme will engage the audience and have an open dialogue and learning process during the session."

Besides arranging the program and the leaders for each session, WPO will also have a booth at the show as part of the Association Partner Program. This year the Partner Program welcomes 50 industry associations, according to show producer PMMI. Among these associations, other six WPO members are confirmed: Instituto Argentino del Envase, AIP (Australian Institute of Packaging), ABRE (Brazilian Packaging Association), AMEE (Mexican Packaging Association), IoPP (Institute of Packaging Professionals) and International Safe Transit Association (ISTA), both from USA.

"This partnership with PMMI and with PACK EXPO is always a great opportunity to spread WPO's message to the global packaging community: 'Better quality of life through better packaging for more people'", states Pierre Pienaar, WPO President. He also reinforces that WPO booth at PACK EXPO is the right environment to promote all WPO actions, especially the packaging education programs. "Come and visit us at WPO booth and get in touch with all projects, not only the educational ones, but also the ones related to Circular Economy, Save Food and Food Safety. We have been very active in the last year and the response from the industry and from the professionals is being fantastic. Each day WPO becomes more the voice of the packaging industry around the world", celebrates Pierre.

All WPO's activities during PACK EXPO will also count with full support of its local member in USA, IoPP (Institute of Packaging Professionals – www.iopp.org). Jane Chase, Executive Director of the North American Institute, became a very active member of WPO as well.

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

WPO at FachPack, in Germany



WPO General Secretary, Johannes Bergmair, represented the Organization at FachPack 2018 (24-26 September – Nuremberg - Germany), considered one of the most important European packaging exhibitions. The show presented packaging materials and supplies, packaging machines, labelling and marking equipment, packaging processing and packaging logistics.

At the occasion, WPO also had the chance of presenting at the official Seminar. Johannes Bergmair's presentation was about Sustainability.

Education

WPO was back to China to a new Packaging Technology Training program

Supported by AIP (Australian Packaging Institute – www.aipack.com.au) and CEPI (China National Export Commodities Packaging Research Institute – www.cepi-china.com), both WPO members, WPO run another successful Packaging Technology Training program in the city of Wuxi. There were 54 attendees from the industry and students from various universities in China involved in Packaging Design or Packaging Science that joined in the facilities of a Jiangnan University.



"Although this recent program covered the entire spectrum of packaging technology, the students seemed very keen to learn as much as they could regarding the materials of packaging and in particular laminates as well as what their packaging counterparts were doing in other countries and how they can improve packaging of foodstuffs to reduce wastage", explains WPO President and conductor of the training, Pierre Pienaar.

According to him, there were numerous questions and discussions regarding the interface between graphics in packaging and packaging materials and how best to integrate them both to seek the ultimate for both aspects. As part of the training program, students visited a state of the art wood packaging manufacturing company, as well as one of China's largest and up-to-date corrugated board facilities. "This proved really fascinating as the trainees were keen to see and experience first-hand where they could apply what they were learning in lectures."

Sabrina Zhao Yuan, from CEPI, was the organizer of the whole program. "I foresee a huge opportunity in China for WPO to work with CEPI not only in training more people from industry in the topic of packaging, but also to enhance the growth opportunity and to develop packaging to ensure a better quality of life for more people", states Pierre Pienaar

He reminds that the city of Wuxi is the home to 6 million people; it is situated in South East China, two hours west of Shanghai. The Jiangnan University offers a four years under graduate degree in Packaging Engineering through their Mechanical Engineering Department and is considered to be number 1 or 2 of the top universities in China. It has 20,000 students and they all live on campus. "More than ever before it was evident that there is a need, as well as a desire, for many across the globe to learn more in packaging science and technology."

WPO Training Program in Nigeria

WPO Ambassador, Kishan Singh, will be guiding the 4th Africa Food Packaging Technology Residential Training Program, in Lagos, Nigeria, in November (20-24). Participants will learn about the most important issues surrounding packaging in the supply chain, the circular economy and the lean six sigma. The group will also visit some factories in Songo Otta (Ogun State), on the last day.

As Kishan explains, "The aim is to help developing the professional knowledge and competency of packaging industry employees, colleagues in related industries and university students with regards to extended producer responsibility and best practices for addressing the environmental impacts related to packaging". The Training will take place in two venues in Ikeja: the Radisson Blu Hotel (1st day) and the Standards Organisation of Nigeria Laboratory (2nd and 3rd days).

In 2017, WPO Packaging Training Programs achieved 350 students in China, Indonesia, Iran, Italy, Kenya, Nigeria and Vietnam. In 2018 there were already accomplished programs in Indonesia and China, and now Nigeria. Other initiatives are planned to happen in Iran and Turkey, both in December.

"There are also some new education initiatives being discussed and planned with WPO members and stakeholders in Asia, North & Sub-Saharan Africa, Central & South Americas and Eastern Europe. Potential training programs will be: Packaging Technology, Food Packaging Technology, Advanced Packaging Technology and Quality Management", states Aslihan Arikan, WPO Vice President of Education (a.arikan@worldpackaging.org).

Lifetime Achievement in Packaging Award 2019

Don't miss the chance of sending your nominations

For the 3rd consecutive year WPO will organized the Lifetime Achievement in Packaging Award, as part of the WorldStar Award, as one of Special Categories of WorldStar Award. This initiative was established with the aim of acknowledging and rewarding excellence in all aspects of packaging science, technology, design and application across every country around the world.



Helmet Meininger, VPZ Verpackungszentrum GmbH, Austria, receiving the Lifetime Achievement in Packaging Medal from WPO President, Pierre Pienaar, during the Awards Ceremony in May

WPO is in a unique position to identify leading practitioners across the globe. WPO honoured four highly qualified recipients last May, during the WorldStar Awards ceremony, in Gold Coast, Australia.

"The discipline of packaging is one that is truly global. Therefore, each WPO member (representing a voting member of the national country) will have the opportunity to make up to one nomination this year via the online registration form", explains WPO President, Pierre Pienaar. The first group of honorees will be selected by December of 2018 and will be recognized during the WorldStar Awards Ceremony in Prague, Czech Republic, May 2019.

Helmet Meininger, VPZ Verpackungszentrum GmbH, Austria, receiving the Lifetime Achievement in Packaging Medal from WPO President, Pierre Pienaar, during the Awards Ceremony in May.

For further information about Lifetime Achievement in Packaging Award contact: Rachel Bayswater – rachel.bayswater@iom3.org +44 1476 513885 or visit www.worldstar.org.

WorldStar

Be ready, the 2019 edition of the most important global packaging award is being prepared!



September 28th was the closing date of entries for WorldStar Packaging Awards 2019 and it was a great success. "We received entries from all over the world. Definitely the global packaging community knows that WorldStar is the right tool to promote great projects and companies and proves the potential and capacity of the packaging sector", celebrates Pierre Pienaar, President of WPO.

Packages eligible for WorldStar are those that have already received a national award recognized by WPO. "In its 51st year, WorldStar is one of the major events of WPO and last year it attracted over 300 entries from 38 countries around the world. As always, our aim for this new edition was to increase the number of entries and countries participating", adds Pienaar.

The packages registered will be judged in Jinan, China, on 24 October, during the 2nd WPO Board Meeting of 2018. All results will be announced on December and the Awards Presentations and Gala Evening will take place on May 2019, in Prague, Czech Republic.

For general enquiries on the WorldStar Packaging Awards contact:

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+44 1476 513885 or visit www.worldstar.org.



WPO
WorldStar Student

**International
Packaging Design
Student Competition**
South Africa 2018

Your packaging project can still participate in the most important packaging competition in the world

WPO member in South Africa, IPSA (Institute of Packaging South Africa – www.packagingsa.co.za) announced that entries for the 2018 WorldStar Student Awards will close on 31st October 2018. Packages that have won an award in any national or multi-national competition, recognized by WPO members, are qualified for entry.

The WorldStar Student Awards competition is owned and produced by the WPO. It is an international packaging design competition for students – undergraduate or graduate – from countries around the world who are involved in projects in the field of packaging, including structural design and/or graphic design.

The entry requirements are the same as in previous years and the entry form can be completed with a simple on-line process on the WPO WorldStar Student Awards website. The main information required are the basic motivations to create the project and good quality pictures of it. The website offers on-line payment for entries by credit card (MasterCard or Visa). EFT payments are still possible and acceptable.

“This competition was designed to encourage and show the talents of students as well as new and innovative ideas and thinking in the field of packaging. Through the publicity of WPO's global publications and website, student winners are provided the opportunity to gain professional acknowledgement and entrance into a career as a packaging professional”, states WPO President, Pierre Piennar.

For more information, visit www.worldpackaging.org and any doubts or additional information, contact Bill Marshall, from IPSA, by e-mail Bill@SyndicateGraphics.co.za.

Message from General Secretary

A lot is being done and there's much more to come



Consulting my time schedule for the last months and until end of 2018 shows me that I spend plenty of time on trade shows those days. Well, that's the business of a GenSec, I guess. But I think it's much more presence on such fairs than in the past for WPO. Everybody remembers our outstanding booth at Interpack 2017, with the exhibition about

"Packaging that Saves Food". We have been on ProPak Asia, PlastIndia 2018 and Latin American Summit on Innovation in Plastic Packaging. Our Vice President Marketing, Luciana Pellegrino, from ABRE, organised the presence of WPO at FISPAL in Brazil.

Now, when I'm writing these lines, Pierre Pienaar, WPO President, is opening TokyoPack (see picture). The number of events, meetings and conferences, where WPO is represented by our very active Ambassador, Chakravarthi AVPS, is just too big to count! I just returned from Nurnberg, Germany, where we had a successful cooperative booth with EPIC and our members from central Europe.

But, the highlight 2018 is yet to come: PACKEXPO, scheduled for October in Chicago, USA. There it is not only a booth organized by WPO, but we are also running a series of interactive content sessions. And it is not only packaging fairs we are active at: Pierre Pienaar reported about his contribution to ANUGA FoodTech, in Germany, and in November we are active at a brewing and drink-technology trade show in Nurnberg, BrauBeviale 2018. I'm sure I've forgotten plenty in my list ...

But why I'm listing these all? First: it is just marvelous which activity we can create together in such an international organization like WPO. Second: I'm proud of it. Because I believe it is our core-business to show what packaging can do and to talk to as many people as possible. Better packaging can create better life for more people.

Trade shows, although the virtual world of 'www' has changed everything, are still the natural market places to meet people dealing with packaging. We should go there, we should show our flag and share our mission. And that's what WPO is doing, more and more.

Johannes Bergmair

General Secretary

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Special Article

Technology is the new driver for packaging development and business opportunities

Remember: the world is not anymore a place for answers, but a place for RIGHT QUESTIONS J

By Liliam Benzi, editor of WPO News, from Brazil



The 18th Brazilian Packaging Congress, organized by WPO member ABRE (Brazilian Packaging Association – www.abre.org.br), was definitely one of the best packaging events in Brazil, in 2018. The reason? In two days and 10 presentations, we did not hear or discuss about packaging itself. The message was beyond: to give a multidisciplinary vision, through different business stakeholders, about the movements of society and consumption market, pushed by the new technological possibilities. These are, no doubt, the new drivers of development for the packaging industry and opportunities to the value chain.

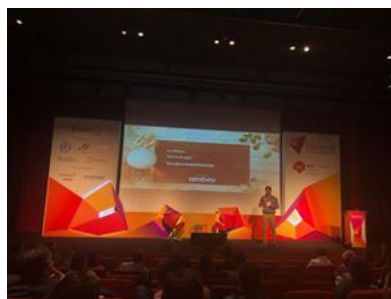
What are the changes, resulted from technology, in our society and in the business world? How the production chain should be prepared to a world each day faster, more

integrated, organic and with no barriers? What are the companies that are already searching for new ways? What are the new values that guide the society and the companies?

Maybe we don't have a "ready to go" answer. But ABRE's Congress gave the participants the opportunity to create a new mental model, with direct influence in the business model. Below, I select the top moments of the event and their main messages.



In the world of start up companies, the message is **FAIL FAST**. But you can only fail if it is fast enough and if you fix the mistake even more faster! Mistake is part of the learning process, according to Jorge Inafuco, from OasisLab (www.oasislab.com.br).



In the all 4.0 universe, Packaging Director of AMBEV, Erik Novas, introduces the concept of **PROCUREMENT 4.0**. Basically it means to increase the strategic relevance in the supply chain to guarantee innovation capacity.



Have you heard about Zaitt (www.zaitt.com.br)? **NO FRICTION** at all in the first autonomous store in Brazil. Another disruptive presentation from the CBO of the company, Rodrigo Miranda.



You are so right VVY Brasil (<https://pt-br.facebook.com/public/Ivy-Brasil>): let's welcome this new world of house cleaning products, but mainly let's give a **VERY WARM WELCOME** to this **NEW MENTAL MODEL**. Amazing presentation from Marcelo Ebert.



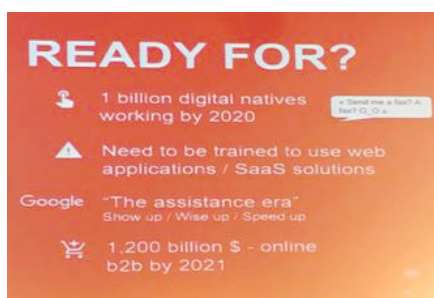
An evolution that makes all sense: packaging evolution. And in the end, it is all about **COMMUNICATION**.



To Christian Menegon, from HP, we need an immediate personal value in everything! It is time to the **ME GENERATION**: everything is personal, in an instant world, in which the product must be connected to consumers.



Simple like this: the important is to create a **PACKAGING SOLUTION THAT CONSUMERS UNDERSTAND**, according to specialist David Luttenberger, from Mintel.



Are you and your company ready for these? Read the chart from Thomas Othax, CEO of the French **PACKITOO CLICK & PACK** (www.packitoo.com)



Have you heard about **BE (BEHAVIORAL ECONOMICS)**? For the first time in Brazil, we heard about it from José Ribas Fernandes, from BEworks (www.beworks.com). Definitely a show about mental innovation!



Antonio Grandini, Director of L'Oréal, told that, annually, the factory in Brazil receives 20 young from the community to be trained to become beauty technicians. They are trained by experienced professionals from the plant. In the end of the year, some of these young talents go to the company's job pipeline. A trully inspiration of how to **MULTIPLY KNOWLEDGE** in such a simple and possible way.



To Andrea Mota, Coca-Cola Director of Sustainability, some concepts must be on the table:

- **PURPOSE ERA;**
- all are **OPINION MAKERS;**
- **COLLECTIVE** is stronger;
- **PEOPLE EXPECT MORE FROM COMPANIES.**

And attention: we already have **LOWCONSUMERS** and **NOSUMERS** (no consumption). To think and change the mental model now!

Special Article

Turkey aims to become the packaging center of Eurasia



WPO member, ASD (Turkish Packaging Manufacturers Association – www.ambalaj.org.tr) has announced the 2017 import and export figures of Turkish Packaging Industry. According to the study, exports completed the year without foreign trade deficit and with a 8% increase in volume and value compared to 2016. The foreign trade surplus of the sector was US\$ 787 million in 2017.

"The packaging industry continued its steady growth in 2017. Packaging exports amounted to 2.125 million tons and US\$ 4.145 billion. Packaging imports increased by 3% in volume and 5% in value compared to the year before. Regarding packaging import, the numbers registered were: 1.765 million tons and US\$ 3.358 billion. A similar percentage of increase was noted in the first quarter of 2018.

According to the package type, plastic was ranked first, with 65% share, followed by paper/cardboard with 24% share; metal packaging with 8% share and glass packaging with 2% share. In 2017, the top three export countries have not changed, Germany, Iraq and UK, followed by France, Israel, Iran, Italy, the Netherlands, USA and Egypt.



Germany, China, Italy, USA, South Korea, France, UK, Finland, Spain and Belgium were ranked as the top 10 countries for imports in 2017. In terms of value of imports, plastic packaging accounted for 57% of the total, paper/cardboard for 35%, metal packaging for 6% and glass packaging for 2%.

General Secretary of ASD and WPO Vice President Education, Aslihan Arian, points out that the growth rate of Turkish packaging industry is about twice the growth of Turkey's economy each year. "As one of the most powerful non-governmental organizations of the Turkish packaging industry, ASD has a positive impact on the foreign trade surplus current deficit, helping to increase the competitive power and, consequently, the

participation in international markets. Turkish packaging industry is ranked 16th – 17th in the world and 6th in Europe. We hosted Morocco and Nigeria as honorary countries at the 2017 Eurasia Packaging Fair. Our target for 2018 is to increase our exports in a region that includes neighboring countries, Europe and North Africa. We continue on our path to become the packaging center of Eurasia. Our most important target in 2018 is to reach a market size of US\$ 23 billion by growing 15% as an industry".

Aslihan predicts that in the next 10 years, with the growth of the middle class, the dissemination of organized retail, the increase of prosperity level, competition and consumer expectancy, packaging industry growth will continue healthily. "In the last 15 years, our packaging consumption has doubled and our per capita annual consumption has exceeded US\$ 225. We will celebrate the 100th anniversary of our Republic in 2023 and we have three important targets as an industry: increase annual consumption per capita by more than US\$ 300, reach a market size of US\$ 30 billion and achieve US\$ 10 billion in exports".

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