



Better quality of life, through  
better packaging, for more people

PRESS RELEASE

# WPO confirms participation at Beviale Moscow in February



**The show is considered a central platform for the  
beverage industry**

## in Eastern Europe.

**January 2019 – WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))**, just confirmed its participation in the Packaging Innovation Zone at Beviale Moscow 2019 (February 19-21), in Russia. The idea, as explains **WPO** President Pierre Pienaar, “is to introduce the winners of the WorldStar Packaging Awards, the most important packaging competition in the globe, as well as appearing in the conference programme”.

Pierre’s presentation at Beviale Moscow 2019 will be ‘The future of sustainable packaging is about being smarter and more daptive’.

“Basically I will cover how the packaging industry works very hard to become smarter and more adaptive to change the ecological footprint of packaging on our planet. We are challenged by, what I believe, is an even bigger problem: the poverty faced by so many on our planet. There is NO SHORTAGE of food produced. One of the **WPO**’s chief aims is to ensure we encourage the development of packaging that will see more food to more people who need it most. The greedy consume goods, consume packaging and then simply waste what is no longer required or what is excessive. The needy do not have the goods, because they do not have the packaging. This is the dichotomous world of packaging in which I live. So what then is the solution to this contradictory dilemma?”

According to the show organizers, Nürnberg Messe, Beviale Moscow achieved impressive record figures in 2018 and there is a strong expectation to repeat the success in 2019. The trade fair adopts a comprehensive approach, reflecting all aspects of the process chain. In special shows as well as the accompanying conference programme, it will also focus on key points such as wine production in Russia, the Soft Drinks and Craft Drinks segments, and also beer and packaging solutions.

“The right raw materials and technologies, efficient packaging, logistics and creative marketing ideas are some of the topics of this comprehensive approach adopted by Beviale Moscow that aims to offer beverage manufacturers and dealers every aspect of the beverage manufacturing process chain. For the eastern European market, the trade fair offers solutions for every segment: from alcoholic beverages

like beer, wine and spirits to non-alcoholic drinks like soft drinks, fruit juices and mineral water, as well as liquid dairy products”, says Thimo Holst, Project Manager for Beviale Moscow.

## **Packaging Innovation Zone**

The Packaging Innovation Zone, where **WPO** will present WorldStar winners, will highlight solutions for all aspects of beverage packaging. “PET has become an essential part of the Russian beverage industry, but still generates lively discussion,” comments Holst. “Even so, other forms of beverage packaging are playing a greater and greater role. We are working with a skilled partner in the form of PETnology, which is very open to the changes in the market. We are deliberately opening up this topic this year, and other packaging solutions will also have a place in the Packaging Innovation Zone.”

For more information, please visit [www.beviale-moscow.com](http://www.beviale-moscow.com).

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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

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