



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

PRESS RELEASE

WPO Executives participate at 'Green Sustainable Design in Packaging', in China



The event is host by local WPO member Global Packaging Centre

August 2019 On September 04, five Executives of **WPO (World Packaging Organization – www.worldpackaging.org)** will participate in the event 'Green Sustainable Design in Packaging', in Hangzhou (China), organized by the local **WPO** member, Global Packaging Centre. As the name suggests, the event will focus on the challenges to produce sustainable packaging through project and design. The Executives confirmed to participate are the President, Pierre Pienaar; Vice President Marketing, Luciana Pellegrino; Vice President Sustainability, Antro Säilä; Global Ambassador, Chakravarthi AVPS; and General Secretary, Johannes Bergmair.

Pierre's presentation "New developments in smart packaging opportunities" will show that "smart packaging are packaging systems with embedded sensor technology used with foods, pharmaceuticals, and other types of products. It is used to extend shelf life, monitor freshness, display information on quality, and improve product and customer safety. All aspects that the consumer certainly wants and sometimes requires." He will also focus on potential benefits and emerging opportunities in the global packaging industry.

Vice President, Luciana Pellegrino, will deliver the message that "packages and packaging design have always been a key and strategic marketing tool for FMCG goods for building the brand identity, building the connection with the target audience for strategically positioning the product and indicating the best suitable occasion to use and consume it".

"However, in the 21st century, can a product be successful just by following those key drivers? Likely not. The marketplace has become more complex than before and more conscious, also complex and diverse society. Among the new drivers of the FMCG market, sustainability has become a key aspect for products and brands acceptance and growth", adds Luciana. Her presentation will discuss how to build the message of a sustainable brand in packaging.

'New sustainable materials for the packaging industry' is the theme of Johannes Bergmair's presentation in China. He will challenge the audience to think about what is really sustainable packaging. "How can we judge if a material is more sustainable than another? Especially in the field of plastic where many new materials (compostable or made of renewable resources) are on the market. But is the choice of a special packaging material really the key in making packaging more sustainable?"

Antro Säilä presentation's title is 'Challenges and Opportunities of Packaging in Circular Economy'. According to him, "the big issue is moving from linear to circular economy and from over-using to sustainable use of natural resources. And packaging has a lot of contribution potential in the big global change we are facing as mankind; but packaging must also change in order to fully utilize the potential".

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.

Headquarter: Mollardgasse 2/12 • 1060 Wien • AUSTRIA • Tel.: +43 676 5711388



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Global WPO Ambassador, Chakravarthi AVPS will participate as the moderator/MC for the conference and also will host a panel discussion in the afternoon called 'Design Summit Forum: New Packaging Materials and Technology', in which eminent Chinese and global packaging leaders will participate, including former WPO President, Thomas Schneider.


For more information about the event in China contact Cherry Wu, from GPC (Global Packaging Center), by e-mail cherry.wu@gpcenter.com.

Press information:

Liliam Benzi

WPO Press & Communication Officer

ldbcom@uol.com.br

 (+ 55 11) 99989-1597

 liliambenzi

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