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PRESS RELEASE

WPO announces LibanPack as the new management of WorldStar Awards



LibanPack will take over on January 1st, 2021.

May 2020 – WPO (World Packaging Organisation – www.worldpackaging.org) member The Lebanese Packaging Center (LibanPack – www.libanpack.org) will assume WorldStar Packaging Award management starting on January 1st, 2021. The Award will be coordinated by LibanPack Executive Director, Soha Atallah.

Since 2010, the global packaging competition, WorldStar, has been very successfully organized by **WPO** British member IOM3. “As IOM3 has decided not to continue this task in the future, **WPO** Board members and myself issued a tender for the WorldStar Award Management, among our members, in March this year”, explains **WPO** President, Pierre Pienaar.

He also highlights the wonderful work IOM3 has done during the last 10 years, especially WorldStar coordinator, Rachel Bayswater. IOM3 will continue to organise and plan the WorldStar Award until December 31, 2020.

“It is really a great honour and privilege for LibanPack and Lebanon to assume the responsibility of the management of this prestigious international packaging competition, WorldStar Award, organized by **WPO**. LibanPack has a long experience in organizing and managing packaging competitions and we are full of ideas to increase, even more, its importance globally. Some of them include optimizing the judging processes and adding new categories to reflect the latest consumers trends”, celebrates Soha Atallah, Executive Director of LibanPack and Vice President Conferences, Exhibitions and Awards of **WPO**.

In an official communication to all **WPO** members, Pierre Pienaar also thanked the members whom applied for the WorldStar Management tender. He completes: “The decision was certainly not easy and was made after careful consideration by the Board members and myself”.

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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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