



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

PRESS RELEASE

WPO signs an strategic cooperation agreement with Reed Exhibitions



According to the agreement, Reed Exhibitions is also new WPO Corporate Partner.

May 2021 – WPO (World Packaging Organisation – www.worldpackaging.org) recently announced the signature of an strategic cooperation agreement with **Reed Exhibitions (China) (www.reedexhibitions.com)** which purpose is “to expand industry network to drive the growth and the development of the packaging industry”. The agreement seeks to strengthen PackWorld, Reed Exhibitions’ shows portfolio, in China. This portfolio includes SinoCorrugated, SinoFoldingCarton, SinoFelxPack, sinoPaper, InMat, Packon and DPrint Expo).

“We are very proud to be able to help Reed Exhibitions to engage the professionals in the international packaging industry better, understand the market trends and needs in order to provide the best platform for the packaging communities”, celebrates **WPO** President, Pierre Pienaar.

WPO believes this agreement is an excellent opportunity to enhance packaging expertise through expanding its international education and networking programs, including conferences, innovative packaging zone, packaging awards, packaging knowledge and network through Reed Exhibitions events.

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including


corporations and trade associations. Its mission is “ Better quality of life through better packaging for more people”. WPO joins 58 different countries.

Press information:


Liliam Benzi

WPO Press & Communication Officer

ldbcom@uol.com.br

 (+ 55 11) 99989-1597

 liliambenzi

 WPO – World Packaging Organization

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

 WorldPackOrg1

 worldpackagingorg

 **YouTube** World Packaging Organisation