



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

PRESS RELEASE

WPO supports the Brazilian Packaging Congress, organised by ABRE



'The role of packaging in the new challenges for brands' will be the central theme of the 19th edition of ABRE's Congress, organized by **WPO** member in Brazil.

August, 2021 - Bringing together packaging companies, businessmen from the consumer goods and digital retail industries, and experts from the international scene to debate the transformation of the consumer market, consumer, and dynamics of retail and its reflexes for the brands and the packaging industry, ABRE's Congress is configured as the great meeting point of this industry and takes place on September 21, 22 and 23, 2021.

Based on the central theme "The role of packaging in the new challenges for Brands", the Brazilian Packaging Congress aims to promote the discussion about new perspectives of competitiveness and construction of value in the consumer market, placing the future at the center of business, discussing the transformations and its consequences for the entire packaging and consumer goods chain.

The Brazilian Packaging Congress is promoted by ABRE (Brazilian Packaging Association) since 1980 and is a key meeting point of the Brazilian packaging and fmcg industries. This year the event will become a Latin American meeting point, counting with the partnership of the Argentinian Institute of Packaging (IAE) and the Packaging Centre from Chile (CENEM). Both ABRE and IAE are **WPO** members.

On a global level, the Brazilian Packaging Congress counts with the support of the **WPO** (World Packaging Organisation – www.worldpackaging.org). Among the keynote speakers, **Pierre Pienaar**, President of **WPO**, will deliver the opening speech. Following him, **Benjamin Trent**, Management Consultant for the Information Division at **Smithers** will talk about the future of packaging, bringing strategic and global forecasts for 2030; **Ricardo Dias**, founder of **Adventures** will build the background to understand the

transformations in the market, in people's behavior, and thenceforth, outline the new challenges for the brands.

Its confirmed to the retail panel, **Felipe Dellacqua**, vice president and partner of **VTEX**, who will show the competitiveness indicators for digital retail; **Eduardo Terra**, Managing Partner of **BTR Educação e Consultoria**, will have the mission of showing how the transformation of retail is happening and the importance of the Digital Market and how this transformation reflects on challenges and opportunities for the entire packaging and consumer goods. **Hélio Freddi Filho**, Expansion and Communication director of **Hirota em Casa**, is confirmed to talk about the new competitive environment in retail, where the store goes to the consumer, and no longer the consumer to the store.

The program also includes **Isabella Zakzuk**, Marketing Director at **P&G**, **Cibele Zanotta**, Corporate Affairs Director at **Danone**, **Gilberto Tomazoni**, Global President at **JBS**, in addition to important regional brands such as **Tambaú** and **Indústrias Reunidas Raymundo da Fonte**.

With highlights of the new generation, **Camila Coutinho**, CEO of **GE Beauty and Garotas Estúpidas** will talk about the era of digital brands - DNVB: Digitally Native Vertical Brand and **Edu Lyra**, CEO of **Gerando Falcões**, an ecosystem of social development that works in a network to accelerate the impact power of slum leaders across the country, will bring the theme "People: a new look for brands in the future!"

Information and registration: www.congressoabre.org.br

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.

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