PRESS RELEASE

WPO welcomes two new ‘Full Members’ during Board Meeting in Milan

The organisations are from Cuba and from United Arab Emirates.

May, 2022 The WPO (World Packaging Organisation – www.worldpackaging.org) approved two new ‘Full Members’ during the 1st Board Meeting of 2022 held at IPACK IMA 2022 (www.ipackima.com), in Milan. The new associations accepted as part of this global packaging community are Centro Nacional de Envases y Embalajes (CNEE), from Cuba, and Emirates Environmental Group (EEG – www.eeg-uae.org), from United Arab Emirates. As ‘Full Members’, both will have the right to vote in WPO matters.

“It is extremely meaningful to WPO to get new members from regions where we are not that active yet. This is a way of increasing our presence in other regions and, most important, to contribute to the sustainable development of local and global packaging industries. On the other hand, no doubt both Cuba and United Arab Emirates will give excellent inputs to WPO new projects and actions. So it is a ‘win win’ partnership”, celebrates WPO President, Pierre Pienaar.

WPO Senior Vice President, Luciana Pellegrino, completes: “The more packaging associations that join WPO, more we can have a better approach to the global packaging issues, especially the big themes like sustainability, save food, food safety and packaging education. WPO is always ready to help structure local packaging organisations. Our Executive team is prepared for that.”

The 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”.

The World Packaging Organisation

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With these two new members – Centro Nacional de Envases y Embalajes (Cuba) and Emirates Environmental Group (United Arab Emirates) - now WPO counts with 78 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1).

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