



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

PRESS RELEASE

WPO is ready to welcome the global packaging community at interpack 2023



Journalists interested in interviews with WPO President and Vice Presidents, please contact Liliam Benzi by e-mail or Whats App +55 11 99989-1597.

April, 2023 The **WPO (World Packaging Organisation – www.worldpackaging.org)** Lounge at interpack 2023 (May 04-10 – Düsseldorf – Germany) will definitely be the meeting point of packaging professionals and companies from different parts of the world. “The idea is to have a strategic location to welcome our members, Corporate Partners and the global packaging community in a special area and to interact with them to present **WPO** activities and to show how we can contribute to the development of the packaging sector globally”, explains **WPO** President, Pierre Pienaar.

According to Luciana Pellegrino, Senior Vice President for Marketing, “interpack is a very important and special occasion for **WPO** since most of **WPO** Board Members attend it and we have the opportunity to reconnect in person and to plan the future activities”.

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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Besides the Lounge located on Hall 6.1 Gallery, **WPO** will host its first Board Meeting of 2023, on May 07, with the election of the new President for 2024-2026. Another important activity is the WorldStar Award Gala Ceremony on May 06. "We thank the interpack team and Messe Düsseldorf for another year of partnership and for hosting our ceremony where packaging innovations from around the world will be celebrated. It is a win-win situation, the biggest packaging trade show together with the maximum association in the packaging field, working together to offer the best solutions aligned to our vision: *"Better Quality of Life, Through Better Packaging, For More People"*, celebrates Soha Atallah, **WPO** Vice President Events and WorldStar Coordinator.

"We should remember that institutionally **WPO**, through its members (packaging associations and institutes), also aims to educate packaging professionals and society about the important and invaluable aspects of packaging. We are advocates for packaging: good packaging, cost-effective packaging, packaging that contributes to creating a more sustainable society. The world cannot do without packaging, so we must educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society", summarizes **WPO** President, Pierre Pienaar.

Check **WPO** calendar at interpack and follow us in social media channels for fresh news.

- May 05** Executive Meeting (restricted to Executive team)

- May 06** Working Groups Meetings (Marketing; Sustainability & Save Food; Education)
WorldStar Ceremony starting 6:30 pm

- May 07** 109th Board Meeting (restricted to WPO members)
Participation at IPPO (International Packaging Press Organization) party

- May 08** Participation at 'Unique Women in Packaging'
- May 09** Participation at Spotlight Talks & Trends 'Product safety: increasing productivity and saving food'

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 76 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1) as well.

Press information:

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WPO Press & Communication Officer


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