WorldStar 2024 is open for entries!

After a record number of entries in 2023, the next edition of WPO global packaging competition is ready to repeat the success of the previous editions.

July 2023 – WorldStar Awards (www.worldstar.org), the global packaging competition organized by WPO (World Packaging Organisation – www.worldpackaging.org), has just announced the registration of the 2024 edition is open until October 15, 2023. The registration process is quite simple and is all online via the site www.worldstar.org.

Packages eligible for WorldStar Awards are those that have already received a national or regional packaging award from a packaging competition that is recognized by WPO, during the last 2 years. “Our aim is to promote packaging innovation in various sectors, proving that a good package can be an essential solution to many of the modern problems, especially sustainability and circular economy, food waste and save food, digitalization, retail, and e-commerce. That’s why we encourage all the companies from around the world to benefit from this global opportunity to promote their packaging by competing with the best of the best packaging innovation on a global platform”, explains Soha Atallah, WPO Vice President Events and WorldStar Coordinator.
The expectation is that the 2024 edition surpasses the record of the 2023 that registered 488 entries, from 41 countries. “The numbers confirm that WorldStar is the most prestigious and important packaging award in the globe”, celebrates Pierre Pienaar, WPO President. And adds: “It was a phenomenal success not only in number of entries but in the increase of the participation from the Arab region, like Lebanon, Jordan, Tunisia, Egypt, UAE, and Saudi Arabia. This sends a clear message to the world: WPO is a unique organization whose mission is to contribute to the development of a sustainable global packaging community. With the WorldStar recognition, we go beyond our vision: ‘Better quality of life, through better packaging, for more people”.

Luciana Pellegrino, WPO Senior Vice President Marketing and recently elected President (assuming on November 25), completes: “From a global to a local perspective, the WorldStar Awards showcases global trends in packaging around the globe highlighting how each region is addressing packaging innovation. And from a local to global one, winners from each country gain visibility and recognition on a global level, opening doors for business opportunities”.

For the 2024 edition, the Beverage category was divided into ‘Alcoholic’ and ‘Non Alcoholic’. “The continuous updating of WorldStar, according to the global packaging industry demands, echoes the importance of packaging innovation on a global level, fostering science, technology and innovation, recognizing and encouraging packaging professionals to go beyond, and engaging brands, packaging companies and design offices for greater possibilities”, states Soha Atallah.

The 2024 WorldStar judging process will take place during November 2023 and the announcement of winners is scheduled to January 2024. Information on the Awards Ceremony and Gala Evening will be communicated in January 2024.

For general enquiries on WorldStar contact Soha Atallah by e-mail s.atallah@worldpackaging.org or visit www.worldstar.org. Follow WorldStar Awards on LinkedIn @WorldStar Awards

About WPO
World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, and other interested parties including corporations and trade associations. Its mission is “Better quality of life through better packaging for more people”. WPO joins 82 members from 61 countries, which also includes Honorary Members (13), Affiliate Members (09) and a Regional Federation (01) as well.

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