



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

PRESS RELEASE

WorldStar 2024 is open for entries!

The graphic features the WPO logo and 'WORLDSTAR GLOBAL PACKAGING AWARDS' on the left, and 'WORLDSTAR 2024 is Open for Entry' on the right. Below this is the text 'Get the Global Recognition!' and a grid of diamond-shaped images showing award winners. At the bottom, it says 'APPLY NOW! www.worldstar.org'.

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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