



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

PRESS RELEASE

WPO welcomed 03 new 'Full Members' during the Board Meeting in interpack 2023



The organisations are from Egypt, France and Ireland.

May, 2023 The **WPO (World Packaging Organisation – www.worldpackaging.org)** approved three new 'Full Members' during its 109th Board Meeting and the first of 2023 held at interpack on May 07, in Düsseldorf (Germany). The new associations accepted as part of this global packaging community are the Chamber of Printing and Packaging Industries (Egypt), the Institut National du Design Packaging (France) and the Irish Packaging Society (Ireland). As 'Full Members', all 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 these three new countries – Egypt, France and Ireland - 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 of Marketing and President elected (assuming on November 25, 2023), Luciana Pellegrino, completes: "The more packaging associations that join **WPO**, more we can have a better approach to the global packaging challenges, especially key ones related to save food, food safety, sustainability, digitalization, packaging innovation and packaging education programs. As the voice of the global packaging industry, **WPO** aims to welcome national representative associations from different countries around the globe and strengthen them to foster the packaging industry in their own countries. Last but not least, we are willing to support countries that do not count with a packaging

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.

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national body yet, a program that goes on in partnership with UNIDO (United Nations Industrial Development Organization).”

President Pierre Pienaar adds: “This team work is so important in **WPO** that we have to thank our Vice Presidents Soha Atallah (Events) and Nerida Kelton (Sustainability & Save Food) for approaching these three new Organisations and our General Secretary, Johannes Bergmair, for making their membership process easy and quick.”

About WPO

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”. 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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