



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

PRESS RELEASE

WPO welcomes the North American packaging community at PACK EXPO Las Vegas 2023



**SEPT. 11-13
2023**



**explore innovative
solutions and get
your free badge!**

visit our booth #N-9550

Journalists interested in interviews with WPO President, Pierre Pienaar, and Vice President Events and WorldStar Coordinator, Soha Atallah, should contact Liliam Benzi through this e-mail or Whats App +55 11 99989-1597.

September 11-13, 2023 The WPO (World Packaging Organisation – www.worldpackaging.org) is part of the Association Partner Program organized by PMMI (The Association for Packaging and Processing Technologies – www.pmmi.org) during the 2023 edition of PACK EXPO Las Vegas (www.packexpolasvegas.com), from September 11-13, in the Las Vegas Convention Center. WPO will be represented at the show by the President, Pierre Pienaar; Vice President Events and WorldStar Coordinator, Soha Atallah; and Press & Communication Liaison Officer, Liliam Benzi.

According to the show organizer, PMMI, “The Association Partner Program at PACK EXPO Las Vegas will join more than 30 organizations leveraging their knowledge and making an impact in manufacturing. The program connects leading associations, dedicated to advancing the packaging and processing

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



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

industry, with PACK EXPO attendees and exhibitors, bringing significant resources, insights, and expertise to the largest and most comprehensive industry event in North America this year.”

The 15th edition of PACK EXPO Las Vegas encompasses nearly 1 million square feet of exhibit space. Exhibitors numbering 2,300 will showcase the latest machinery, new materials, technologies, and solutions to address the packaging and processing needs of 30,000 attendees from 40-plus vertical markets. With multiple free educational platforms and countless networking opportunities, the event will provide endless prospects for exchanging ideas and professional growth.

“**WPO** booth will be part of this Program and also a meeting point of packaging professionals and companies from different parts of the world. It is a great opportunity for us to interact with these professionals, to present our activities, and to show how we can contribute to the development of the packaging sector globally”, states **WPO** President, Pierre Pienaar.

On September 11, at 12:00 p.m., Pierre will participate in the the official Media Lunch organized by PMMI, which agenda includes:

- A deep dive into the findings of the 2023 State of the Industry Report with Jorge Izquierdo, vice president, market development, PMMI.
- News from the PACK EXPO portfolio of trade shows by Jim Pittas, president and CEO, PMMI.
- An overview of global packaging trends and challenges by Pierre Pienaar, president, WPO (World Packaging Organisation).

Also at the first day, September 11, from 10:30 a.m. to 11:15 a.m., Soha Atallah, will present the “Latest Global Packaging Trends” in the official Forum. She will illustrate her presentation with some packaging examples from winners of **WorldStar Award**, the global packaging competition organized by **WPO**. On September 12, from 13:30 pm to 14:15 pm, Pierre Pienaar will also participate in the Forum speaking about “Applied Packaging in the Cold Supply Chain”.

Some winners of **WorldStar** (www.worldstar.org), **WPO** global packaging competition, will also be exposed at PACK EXPO institutional booth. “We encourage the packaging community and brand owners to apply to **WorldStar** 2024, which deadline for registration is 15 October”, reminds Soha Atallah, Coordinator of WorldStar. 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. The 2024 **WorldStar** judging process will take place during November 2023 and the announcement of winners is scheduled to January 2024.

“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 create 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, about the importance of being at PACK EXPO Las Vegas 2023.

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



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


more people". WPO joins 76 members from around the globe, which also includes Honorary Members, Affiliate Members and a Regional Federation.

Press information:

Liliam Benzi

WPO Press & Communication Officer

ldbcom@uol.com.br

 (+ 55 11) 99989-1597

 liliambenzi

 WPO – World Packaging Organization

 [linkedin.com/in/WPO World Packaging Organization](https://www.linkedin.com/in/WPO World Packaging Organization)

 WorldPackOrg1

 worldpackagingorg

 World Packaging Organisation