



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

PRESS RELEASE

World Packaging Organisation (WPO) at Anuga FoodTec for the first time



January, 2024 – **WPO (World Packaging Organisation – www.worldpackaging.org)** is proud to announce its participation at Anuga FoodTec (March 19-22 – Cologne – Germany), for the first time. The Organisation will be represented by President, Luciana Pellegrino; Vice President Sustainability & Save Food, Nerida Kelton; and General Secretary, Johannes Bergmair.

“Anuga FoodTec is one of the most important information and business platform for new concepts and innovative developments in the international food and beverage industries and an anticipated 30,000 visitors will find solutions from the areas of Food Processing, Food Packaging, Safety & Analytics, Intralogistics, Environment & Energy and Automation & Digitalisation. That’s the perfect environment to **WPO** to promote the global packaging industry, as well as its members”, states Luciana Pellegrino.

Matthias Schlüter, Director of Anuga FoodTec, adds: "Naturally, packaging plays a crucial role in the food and beverage industries and influences almost every aspect of the products. As a non-profit and international industry association with global expertise and developments in the packaging sector, the **WPO** is therefore the perfect partner for Anuga FoodTec."

The show must cover all aspects of food and beverage production - from process technology and filling, and packaging technology, to food safety, packaging, digitalisation and intralogistics. As a new sector for 2024, there will be an exhibition area for environmental technology and energy.

WPO will have a booth located at Boulevard B011 and will also speak in three sessions during the show. Luciana Pellegrino will speak on March 20 at the Female Leadership event (https://www.anugafoodtec.com/event/female_leadership_event/). Nerida Kelton will participate in the events on March 19 and 21, respectively about 'Pro vs. Contra - The Eco-friendly Food Packaging' (https://www.anugafoodtec.com/event/content_pro_vs_contra_the_eco-friendly_food_packaging/) and 'Science slam - Sustainable packaging' (https://www.anugafoodtec.com/event/science_slam_sustainable_packaging/).

For general information about Anuga FoodTec 2024 visit www.anugafoodtec.com.

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 84 members, representing 63 countries that includes Full Members, Honorary Members, Affiliate Members and a Regional Federation.

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