



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

PRESS RELEASE

World Packaging Organisation (WPO) President, Luciana Pellegrino, announces the Vice Presidents for 2024/2026



February, 2024 – WPO (World Packaging Organisation – www.worldpackaging.org) President, Luciana Pellegrino, announced today the names of the Vice Presidents that will take part of **WPO**'s new Executive Team and lead **WPO**'s Portfolios during her term of office that goes from 2024 to 2026, working closely with her, **WPO** Members, partner organizations and the market.

"I am thrilled to announce such a special team of great packaging professionals, each one expert in a different area, and full of energy and inspiration to take **WPO**'s portfolios beyond. Together we will focus on raising the voice for packaging on a global level", says Luciana.

She adds: "Counting with **Soha Atallah** as Vice President for Marketing, an expert in this area, we expect to expand **WPO**'s participation at shows and conferences globally and, at the same time, to explore packaging as a marketing tool, fostering innovation and sharing packaging trends via webinars and forums.

As Vice President of Sustainability & Save Food, **Nerida Kelton**, also an expert that has been doing an outstanding work in this portfolio by building references as the Design for Recycling Guide and Waste Stream map, and now renewing the opportunities to go beyond, building more references and sharing knowledge through international conferences.

Coming to the Education portfolio, I am thrilled to announce **Kofi Essuman** as the new Vice President, a packaging expert at packaging companies and brands, and also a professor. Kofi will lead our education program and trainings in support to **WPO's** 63 members' countries represented by the national packaging bodies, and having the challenge to go beyond, expanding courses and training activities.

Last but not least, for my presidency I transformed the 4th portfolio, Conferences, into a new one, that must be part of **WPO's** pillar: Governance. Magnus Sidling is the Vice President for Governance, also an expert in the packaging field, and will support us on establishing best practices, governance and also building a transparent communication with members and the market, building solid basis for **WPO's** growth and the expansion of partnerships.”

Luciana's management goal as President is also to invite new member countries and at the same time to drive **WPO** closer to strategic market matters and packaging and consumer goods companies. “This connection with the industry will allow harmonizing a global vision for the sector, the challenges, opportunities and the vision of future for packaging and its markets.

Luciana Pellegrino will also count with the support of the General Secretary and Secretariat, respectively, **Johannes Bergmair** and **Nathália Antoniazzi**, and Press & Communication Liaison Officer, **Lilium Benzi**. Global Ambassadors will be announced soon.

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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