



*Better quality of life
through better packaging
for more people.*

W P O N E W S

President's Word

New challenges ask for new actions!

"It gives me great pleasure to welcoming you to the first ever, electronic newsletter published by the World Packaging Organisation.

There is a saying that "life begins at forty" and it is stimulating to note that the World Packaging Organisation is celebrating their 40th birthday this year.

The fact that WPO is still in existence supports the view that it has met the expectations of its members and has gained the respect and support of the packaging fraternity around the world....."



Group photo during the Athens Meeting

Check the entire welcome article from WPO's president, Keith Pearson bellow

WorldStar

WorldStar Awards Ceremony in Ghana And the winner is...

WorldStar 2007 attracted 291 entries from 32

Inside WPO

Inside the 40 years old WPO

Indeed 2008 will be a very special year for WPO, when the international organization will celebrate its 40th anniversary. The party starts in Ghana and the Institute of Packaging Ghana has already prepared a celebration logo.



The celebration includes new activities and WPO is launching a branding and marketing campaign.



Read bellow more about WPO's 40 years' plans.

Country Report – Brasil

Good perspectives for Brazilian packaging industry in 2008

More important than the growth of 2.1% in

countries around the world; 166 of them were selected as winners of this edition. Check the whole program that the Institute of Packaging of Ghana has kindly prepared for WPO members.

Read below the entire article

Special Thanks:

In this first edition we would like to thank for the development of the layout of the WPO NEWS: Mr. Fabio Mestriner – Designer and Packaging Professor – Brazil and a special thanks to Mrs. Raquel Carpigiani – Packaging Designer – Brazil - raquelcarpigiani@uol.com.br.



the production volume of the Brazilian packaging industry in 2007, is the fact that there is a strong perspective of investments to increase the industrial capacity in 2008, according to the Economic Data Research ABRE/FGV from the Brazilian Packaging Association.

The research also shows an evolution scenario. The GNP of Brazil grew 5,2% in 2007, which is very satisfactory for a mature economy. General industry grew 6% in the year, considering 19% of increase of the heavy capital industry, 9,2% of electro-electronic sector, and 3,4% of the fmcg segment.

Read below the entire article.

Credits:

WPO News is an electronic publication from WPO – World Packaging Organisation – www.worldpackaging.org

Coordination: WPO's President: Mr. Keith Pearson / WPO's General Secretary: Dr. Carl Olsmats / ABRE – Brazilian Packaging Association: Mrs. Luciana Pellegrino

Publishing: ABRE – Brazilian Packaging Association – www.abre.org.br

Responsible Editor: IPPO Member Liliam Benzi - Journalist Mtb 19.352 – Brazil – ldbcom@uol.com.br

Photos: Contribution of WPO members

WWW.WORLDPACKAGING.ORG



*Better quality of life
through better packaging
for more people.*

W P O N E W S

President's word

New challenges ask for new actions!

It gives me great pleasure to welcoming you to the first ever, electronic newsletter published by the World Packaging Organisation.

There is a saying that "life begins at forty" and it is stimulating to note that the World Packaging Organisation is celebrating their 40th birthday this year.

The fact that WPO is still in existence supports the view that it has met the expectations of its members and has gained the respect and support of the packaging fraternity around the world.

All work and initiatives are based on the organisation's mission of "Better Quality Of Life Through Better Packaging For More People". This mission supports sustainability in the areas of the environment, social protection and enhancement as well as supporting companies and countries commercial objectives.

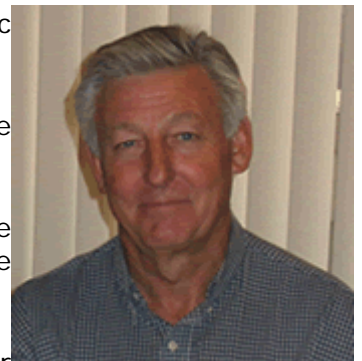
Over the years WPO members have had the opportunity of promoting the initiatives of sustainability by offering to share their knowledge and expertise through the medium of packaging conferences, workshops and making contributions of educational books and publication, as well as offering information and expertise on a consultancy basis.

It is important that the WPO mission is actioned, this is achieved as the organization and it's members encourage the development of packaging technology, science and engineering, contributing to the development of international trade and stimulating education and training around the world.

The fact that the WPO membership is so diverse ensures that by networking amongst themselves many of these objectives are met within the organizations members interacting with each other. Becoming a member of WPO provides an opportunity for meaningful networking.

Two thousand and eight has been dedicated to the African continent, with The Tunisian Packaging Technical Center, organizing the WorlStar Students Award programme and The Institute of Packaging Ghana hosting the WorldStar Awards Dinner and the WPO board meeting in Accra during May 2008, and the jury meeting and board meeting is scheduled to take place in Cape Town in October 08.

The WorldStar Packaging Awards Programme is a very meaningful product of WPO and provides a meaningful medium through which the world packaging industry is able to submit and receive



accreditation and acknowledgement for excellence in packaging design and manufacture. This competition is held annually and the awards evening is hosted by a different WPO member each year, last year's awards function was hosted by IoPP of America and was held as part of the Packaging Summit in Chicago.

One of the strategies of WPO is to encourage all of its members to become involved in the work programmes being carried out by the World Packaging Organisation, this has proved to have real advantages for the WPO members as they interact and network with each other and our partners on projects under design and implementation.

There is a "retailing revolution" taking place around the world, this results in much larger volumes of packaging usage. WPO is sensitive to this fact and supports the initiatives of ensuring responsible packaging design conversion, usage and post consumer management.

With these objectives in mind WPO is designing a packaging workshop that spans first world thinking and the realities associated with what is taking place in developing countries. WPO members in England and India have assumed the responsibility for this exciting project.

WPO have a good working relationship with the International trade center and this relationship has been put to good use in the initiation and development of new packaging institutes as well as working on the development of education programmes for developing countries. IPPO has proved to be a very reliable communication partner over the years and their support in publishing WPO activities has been greatly appreciated.

A new web site is being developed under the care of our member in India and the vision for this very important communication opportunity is to make it a first point of reference on packaging matters. The site will detail the views of WPO in respect of major packaging issues.

There is a section dealing with what packaging shows and exhibitions are taking place around the world. It is also possible to find the details related to the content and location for packaging training and education, that is on offer globally.

The Brazilian Packaging Association, our member in Brazil, is to be congratulated in assuming the responsibility for compiling this newsletter and we look forward to its ongoing development and making a meaningful contribution to achieving "Better Quality Of Life Through Better Packaging For More People".

*Kind regards,
Keith Pearson*

Inside WPO

Inside the 40 years old WPO

Indeed 2008 will be a very special year for WPO, when the international organization will celebrate its 40th anniversary. The party starts in Ghana and the Institute of Packaging Ghana has already prepared a celebration logo.



The celebration includes new activities and WPO is launching a branding and marketing campaign.

With the main purpose of making WPO presence and importance stronger worldwide and turning it into a "worldwide reference", the Brazilian Packaging Association (ABRE), presented in the 2007 meeting, in Athens, a complete branding and marketing plan to the Organization.



The main activities of the plan, in the first moment and in order to celebrate WPO 40th anniversary, will be focused in:

- principles – create a series of documents of principles about packaging and related areas such as sustainability, trade, technology etc;
- representation – create a campaign to strengthen its representation in various packaging for a, such as exhibitions, conferences etc;
- products and services – strengthen its brands and products and create new ones

As products and services, WPO's offers the Worldstar Award, the global award for packaging were more than 30 countries participate every year. There is also the WorldStar Student Award for the professionals of the future and the new Sustainable Packaging Award to be launched.

The 2007 edition of the WorldStar Student Award was hosted by ASD Packaging Manufacturers Association in Turkey and gathered as jury, Professors and Professionals from Turkey as well as WPO members from different countries.

WPO has a very dynamic website developed in close collaboration with the Indian Institute of Packaging. www.worldpackaging.org brings very useful information, including an executive summary for download of the PIRA/WPO study: Market Statistics and Future Trends in Global Packaging.

The association as well gathers several Committees. The Education Committee is chaired by Rajiv Dhar, India. An education programme for innovation in packaging is now being jointly developed by the Packaging Society, UK and the Indian Institute of Packaging. The Committee is also developing a special packaging curriculum together with the ITC – International Trade Centre, among other activities. The Sustainability Group is chaired by Tom Schneider, the Institute of Packaging Professionals, USA.

WPO maintains strategic partnerships with Packaging Institutes such as IPPO (International Packaging Press Organization), ITC (International Trade Centre) and PIRA. And finally, for 2008, the Organisation intends to be represented at the major international packaging trade shows (such as Interpack and PackExpo) and seminars, by its own representative or trough its members.

A" Membership Electronic Label" has been created. It will be sent to all members and should be used in all communication and papers. Another communication piece that should be ready for the occasion of Interpack is the new folder which gives an overview of WPO mission and activities.



Many are the challenges for WPO's team; Mr. Keith Pearson – President, Mr. Carl Olsmats – General Secretary, Mrs. Barbro Jandér – Secretariat and WPO's almost 50 worldwide members.

WorldStar Awards Ceremony in Ghana

And the winner is...

WorldStar 2007 attracted 291 entries from 32 countries around the world; 166 of them were selected as winners of this edition. The most rewarded countries are China, Japan and South Africa, with 14 WPO awards each, followed by Germany and the United States with 13 awards each, and Brazil (12 awards). Japan is also the first country in terms of entries, with 34 in 2007, followed by South Africa (28 entries), Turkey (23) and the United States (20). China presented 18 entries, and 14 of them have been awarded.

Attention has to be given to Japan that won 6 awards in the electronics category. Most of the packaging presented by Chinese companies were rewarded for their ancient looking design, combining efficiently materials and "spirits". The WorldStar Ceremony will take place in Accra, Ghana, on May 21. Check the whole program that the Institute of Packaging of Ghana has kindly prepared for WPO members.

| Date | Activity |
|--------------------------------|--|
| Saturday, May 17, 2008 | Arrival of Delegates |
| Sunday, May 18, 2008 | Tourist programme (Elmina & Kakum) |
| Monday, May 19, 2008 | Packaging delegation to meet HE President of Ghana/Hon. Minister of Trade, Industry, PSD & PSI/visit to Selected Packaging Companies |
| Tuesday, May 20, 2008 | Opening/Mini Exhibition/Education Committee meeting/Dinner |
| Wednesday, May 21, 2008 | Board Meeting, Tour of Accra and WorldStar Awards Ceremony |
| Thursday, May 22, 2008 | Global Packaging Summit/lunch |
| Friday, May 23, 2008 | Free day/departure |
| Saturday, May 24, 2008 | Departure of delegates |

Prepared for Ghana?

There is an important business that you should pay attention if you are planning to attend WPO Board Meeting, WorldStar Awards and Packaging Summit/Expo in Ghana next May: visas are now required for most countries. You should apply for your Ghana visa as soon as possible in order to avoid delays. This can be obtained at the Ghana Embassies in designated countries. If necessary, WPO and the local Institute of Packaging

can provide you a letter of invitation. The letter can be requested through the following e-mails tiptop@africaonline.com.gh or emante@yahoo.com. Please advise immediately if you need one.

Country Report - Brazil

Good perspectives for Brazilian packaging industry in 2008

More important than the growth of 2.1% in the production volume of the Brazilian packaging industry in 2007, is the fact that there is a strong perspective of investments to increase the industrial capacity in 2008, according to the Economic Data Research ABRE/FGV from the Brazilian Packaging Association.

The research also shows an evolution scenario. The GNP of Brazil grew 5,2% in 2007, which is very satisfactory for a mature economy. General industry grew 6% in the year, considering 19% of increase of the heavy capital industry, 9,2% of electro-electronic sector, and 3,4% of the fmcg segment.

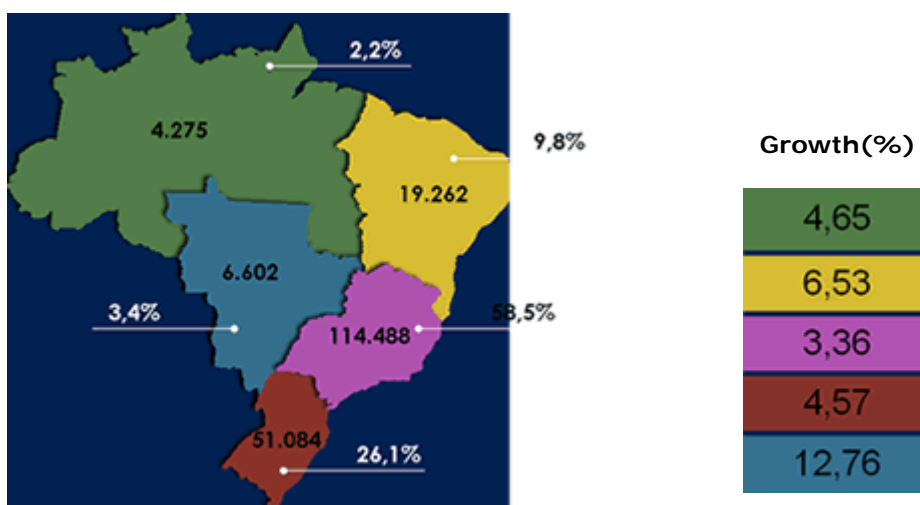
The national economy of Brazil is facing a scenario of stability for some years now, and the power of consumption of families has been increasing at an average of 3.7% in the past 4 years. Further, personal credit is also growing significantly such as 30% in 2007 comparing to 2006.

Sales of the packaging industry totaled US\$ 16,7 billion. The results of the trade balance of the sector were also positive in 2007. Last year, the direct exports of packaging counted little more than US\$ 479 million against imports close to US\$ 363 million. The packaging industry in Brazil employs 195 thousand people. The plastic packaging industry continues being main employer of the sector. It ended 2007 counting 51.9% of the labor of the whole industry, in other words, more than 101 thousand people. Good other employer is the cardboard segment, with little more than 27 thousand workers.

Most of the workforce is concentrated in the southeast region of the country, 58.5%, where is located the city of São Paulo. But the study showed that employment grew specially in the middle-west, south and northeast of Brazil.

If everything runs according to the research prediction, in other words, if GNP increases 4.5% this year, Brazilian packaging industry should end 2008 with an increase of 2.5% in the physical production and revenues about of US\$ 19 billion. In a more conservative scenery, with a GNP increase of 3%, the sector should increase 1%.

PACKAGING INDUSTRY WORKFORCE BY REGION



Base: RAIS, saldos mensais (admissões menos demissões): CAGED
Fonte: Ministério do Trabalho

GPD and country's growth metrics

Growth rate (%)

| | 2006 | 2007 (*) |
|--------------------------------|------|-------------|
| PIB | 3,8 | 5,2 |
| Families' power of consumption | 4,6 | 5,6 |
| Government's consumption | 2,8 | 3,3 |
| Heavy capital investments | 10,0 | 12,1 |
| Exports | 4,7 | 6,4 |

Fonte: IBGE
(*) Estimative

Special Thanks:

In this first edition we would like to thank for the development of the layout of the WPO NEWS: Mr. Fabio Mestriner – Designer and Packaging Professor – Brazil and a special thanks to Mrs. Raquel Carpigiani – Packaging Designer – Brazil - raquelcarpigiani@uol.com.br.



Credits:

WPO News is an electronic publication from WPO – World Packaging Organisation – www.worldpackaging.org

Coordination: WPO's President: Mr. Keith Pearson / WPO's General Secretary: Dr. Carl Olsmats / ABRE – Brazilian Packaging Association: Mrs. Luciana Pellegrino

Publishing: ABRE – Brazilian Packaging Association – www.abre.org.br

Responsible Editor: IPPO Member - Liliam Benzi - Journalist Mtb 19.352 – Brazil – ldbcom@uol.com.br

Photos: Contribution of WPO members