



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



W P O N E W S

President's Word

The knowledge of the forties!

The World Packaging Organisation is celebrating its 40th anniversary during 2008; the first opportunity for expressing the organization's joy at remaining relevant and active was when the Institute of Packaging Ghana hosted the inaugural celebratory functions in Accra during May this year. The visit to Accra was planned as part of WPO's commitment to making Africa the continent of emphasis during 2008.

Check the entire welcome article from WPO's president, Mr. Keith Pearson – [click here](#).

Highlights

Position papers with valuable information

WPO has produced a number of positional papers and it is with a sense of anticipation that we await the publishing of papers on subjects like: Food Security, The Case for Packaging and International Trade. They can be downloaded in the WPO webpage www.worldpackaging.org.

And more...

- Packaging competition and trade show in Poland
- Partnership with ITC and a new member from

Inside WPO

Entries in the WorldStar 2008



The closing date for entries for the WorldStar Award competition, organized every year by WPO, was September 10th.

The award represents recognition of excellence that can support the packaging organization's status and success. The competition is open to any package which has won a recognized national or regional award in 2007 or 2008. Further information at <http://www.worldpackaging.org/worldstar-packaging-awards/default.asp> or contact barbro.jander@stfi.se.

[Click here to check all information in detail.](#)

Education

WPO responds to the global challenges through education

**Rajiv Dhar*

The world has reached a stage in its economic and technical development where a major effort needs to be made to ensure fruits of development are shared across the globe. One such effort can be taken in the area of Packaging science and development which has a major contribution in global logistics and trade-in our global perception; packaging education is essentially for all. This is fundamental to our all-round development, material and trade. We, at WPO, believe that to

Bolivia

- WPO recommends these shows!
- Packaging Center in China
- Important events in Brazil
- Packaging show in Turkey
- Student's recognition
- A success in Russia
- Good results in Brazil

To get to know more about international trade shows packaging competitions and so on, click here.

Country Report

The amazing numbers of China packaging industry

Chinese modern packaging industry has made remarkable achievement after more than twenty years' development, realizing historic breakthrough by establishing comprehensive system of packaging industry covering materials, products, machines, packaging printing, design and technological research.

In the past several years, this industry has maintained stable and healthy development, with gross output value going up from 250 billion Yuan in 2002 to 600 billion Yuan in 2006. The annual growth rate reached 35%, the most rapid annual growth rate in the world packaging industry.

The ratio of packaging industry's output value in China GDP has climbed from 0.4% at the beginning of 1980s to 2.4%. Among 42 main industries of national economy, packaging industry has leaped to rank 14 from rank 41 at the beginning of 1980s.

Check here what is going on in the packaging industry around the globe.

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Photos: Contribution of WPO members

awaken the underlying creative relentlessness mind education plays a most important role.

Click here to read the entire article.

Sustainability

Sustainable packaging and... common sense

Here in the US, the issue of Sustainable Packaging has really heated up, almost to the point of being white-hot. Seems almost like the RFID initiative of about four years ago. So what are the odds that Sustainable Packaging has "long legs," unlike RFID, which still seems to be finding its place in packaging and logistics?

To get to know more about sustainability and read the entire article click here.

Curiosities on packaging

Do you know how packaging competitions appeared?

The idea of packaging competitions on national and international levels was born at the European Packaging Federation (EPF) in the 1950's as an important promotion means for the packaging industry and stimulus of innovation and progress in this field.

Click here to get to know more.



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It is with some excitement that planning for the next African expedition is in progress. The WPO meetings are taking place in Cape Town, South Africa during 13-17 October 08. South Africa is a miracle country that has survived a transfer of power from a minority to a majority with the past president Nelson Mandela embodying the spirit of forgiveness and reconciliation.



Proceedings arranged will include a tour to a number of packaging factories in the Cape Town area, the welcome dinner will be hosted by the Institute of Packaging South Africa and will form part of the Student Gold Pack awards evening. This will be the first time that the WPO's "Working Groups" will meet and present their progress reports to the WPO board. The 40th Anniversary Gala evening will take place at the Gold Restaurant on Wednesday evening. On Thursday, the 16th of October, the WPO board will meet to adjudicate the WorldStar packaging entries.

As Cape Town is one of the most sought after tourist destinations in the world the week's activities will culminate with a tour around the beautiful "Fairest Cape". South Africa has a diverse population of around 46 million inhabitants made up of various tribes and groupings. There are eleven language groups in the country; English is the main language used in business. South Africa covers an area of 1,219,090 sq km and is serviced by a modern packaging industry with an annual turnover of around 36 billion Rand (US\$ 5 billion) Agriculture and mining form a large part of the country's economic activity with a healthy industrial sector playing a meaningful role in the national revenue contributors. Tourism is a major source of revenue.

In keeping with the "African" theme the Tunisian Packaging Technical Centre is managing and organizing the World Packaging Student Awards programme for 2008 and 2009. The presentation function will be held in Tunis during the first week of December 2008.

The 2008 WorldStar Packaging competition is due to be adjudicated in Cape Town and it is anticipated that there will be packages that will reveal that the global packaging fraternity is capable of providing sustainable, innovative, attractive and commercially sound packaging solutions. Packaging material in general is facing some challenges, especially the ones linked to increasing global demand and prices and linked environmental issues such as scarcity and renewability. But with these challenges in mind that the importance of packaging design and innovation will continue to increase in importance, reaching beyond theory into the realm of practical sustainable solutions.



Large international retailers have worked with the packaging industries and design houses and made meaningful contributions towards improving the sustainability factors on a large variety of packaging. This year's WorldStar Sustainable Awards winners will be acknowledged for their contributions. For more details of the WorldStar and WorldStar Student competitions please visit www.worldpackaging.org.

Another aspect to be considered is that when the values of the large economies of the world are compared with the values of packaging material consumed by these countries it is evident that sophistication and development requires packaging in order to support the growth. The growth in the retail industries around the world and the necessary growth in the packaging industry is a clear example of how this works. A real opportunity for the World Packaging Organisation to play a meaningful role in supporting sustainability in developing countries is for the diverse members of WPO to unite in providing education and knowledge transfer wherever it is needed.

All these initiatives support the WPO vision of providing "Better quality of life, through better packaging for more people". Our Tunisian member Packtec will be conducting a packaging congress entitled "The Packaging Days" during the first week of December 08. The congress is aimed at the North African region and WPO will be one of the sponsors of the event.

The WPO board keenly awaits the presentation and proposal from the Indian Institute of Packaging and IoP for the training workshop that will involve students in hands-on practical packaging experience and education both in India and England. This initiative will go a long way towards the objective of creating and developing the art and science of packaging. It is encouraging to note that we have started receiving sponsorship for this project.

Currently the membership of WPO is made up of 32 full members and two associate members, it is our aim to have all the members making contributions to increasing the influence of the organization and contributing to the process of sustainability in its full sense, social, environmental and economic development. Concurrent with this aim is that we want to grow the organisation's membership in order that a greater momentum with meaningful diversity will be achieved.

*Thanks for your attention,
Keith Pearson
WPO President*

Inside WPO

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The award represents recognition of excellence that can support the packaging organization's status and success. The competition is open to any package which has won a recognized national or regional award in 2007 or 2008. Further information at <http://www.worldpackaging.org/worldstar-packaging-awards/default.asp> or contact barbro.jander@stfi.se.

It's also worth to remember that the Tunisian Packaging Technical Centre (Packtec) is in charge of the organisation of the 4th WorldStar Student 2008, an opportunity to highlight students creativity and innovation in the field of packaging. All projects entered, must have been designed/ completed not before 2007–2008 academic year. Six criteria will be taken into account to judge packaging projects. The focus will be put on the degree of innovation, sales appeal and graphics, environmental compliance, ease of processing and manufacturing, compliance with the packed product and overall impression.

The winners of WorldStar Student competition will be announced on 10th of October 2008 at www.packtec-tunisia.com, at www.worldpackaging.org and notified by e-mail. The awards ceremony of 2008 WorldStar Student Competition will be planned on 4th of December 2008 during the Packaging Days that will be held in Tunisia from 4th

to 6th of December 2008. The winners' projects will be published and introduced in the international and national trade press and general news media. They will also be exposed at various exhibitions and printed in catalogues.

WPO in Olympic Sailing City Qingdao, China

In the midst of Olympic preparations – June 9 to 11 - CPF organized the 2nd International Forum on Circular economy of Packaging Industry in China. Co-organized with the event was also the SCA Cup China Student Star Packaging Design Competition Awards Banquet. China is putting large efforts into the realization of a more sustainable society, and students are an important resource in this context, to come up with new innovative solutions.

The World Packaging Organization was represented in this event by General Secretary, Carl Olsmats, who gave a conference presentation titled "Packaging and the environment-legal framework and assessment in Sweden and EU". He also handed out Student Awards and visited the adjacent exhibition China Paper Products Packaging Industry Exhibition 2008.



Highlights

Brazilian Packaging Association (ABRE) announced the award-winning packages of 2008



Prêmio
Design &
Embalagem

The ceremony of the ABRE Design & Packaging Award, that joined more than 300 professionals, was accomplished in the end of August in São Paulo. The award, the only one organized by the Association that represents the packaging industry nationally and internationally, had 29 winners from the 500 packaging projects registered. ABRE Design and Packaging Award is supported by WPO and ULADE (Latin American Packaging Association). All the winners of this edition and the ceremony photos can be seen in ABRE's webpage www.abre.org.br.

Packaging competition and trade show in Poland

The Polish Packaging Research and Development Centre (COBRO), an active member of WPO, in cooperation with the Polish Chamber of Packaging, Warsaw Academy of Fine Arts – Faculty of Industrial Design, Board of Poznan International Fair, and Branch Service www.opakowania.com.pl, is responsible for organizing PackStar - National Packaging Design Competition and its new category, Student PakStar, which first edition took place this year.



The PakStar competition rules are based on the regulations of the WorldStar and WorldStar Student Award. Packaging materials and containers, including their elements like labels, introduced into Polish market, may be entered to PakStar, while to Student PakStar - packaging designs, prepared by students are accepted.

Its evaluation criteria include innovation (application of new materials, creativity of structural solutions, new technologies, etc.); effective protection of the packaged product; environmental value; graphics; aesthetic and marketing values; informative value of the text on the packaging; and mechanisation and automation of packaging processes.

The award ceremony this year took place at Taropak - International Packaging Technology and Logistics Exhibition from September 15 to 18 in Poznan. The show is considered the most important one for the representatives of the packaging sector and logistics in Central and Eastern Europe. For the next six months, the winners of PakStar can be also seen in COBRO showroom. More information www.cobro.org.pl or www.taropak.pl.

Partnership with ITC and a new member from Bolivia

WPO has a history of supporting developing countries in their quest to become more productive and expand their areas of trade by being in a position to support local manufacturing and agriculture. For this reason it has been working


closely with its partner the International Trade Centre in conducting education seminars and workshops in countries such as Sri Lanka, Ghana and Nigeria.

The ITC has also worked recently with Bolivia in forming a packaging association that has joined WPO. This move is supported by the packaging associations of Latin America and has positioned the Bolivian packaging industry to be in a position to play a meaningful role in the economic growth of that country.

Important events in Brazil

Two important packaging events will be accomplished in the second part of this year in Brazil. The 13th edition of the Brazilian Packaging Congress – September 24th and 25th – will have as its central subject “Packaging, as far as imagination goes”; the event is organized by ABRE (Brazilian Packaging Association). The objective is to give an overview of trends and to create a scenery for the sector in 2020. The 18 presentations will be done by national and international professionals with huge reputation in the area. Some examples: David Luttenberger from Packaging Strategies; Zhe Jin from Asia Packaging Center; Steph Carter from Unilever; Arno Melchior from Reckitt Benckiser; Anne Roulin from Nestlé; Jay Edwards from Kraft Foods; and Toshio Arita from Packaging Strategies Japan. The complete program can be seen in www.abre.org.br.



 **Fispal Nordeste** In terms of trade show, an important one will be Fispal Nordeste, in which ABRE will have an institutional booth. It is a regional show that will take place in November 4th to 7th in Recife, state of Pernambuco (Northeast of Brazil). It is the 6th edition of this show that joins processing, packaging, equipments and services for the food industry. Information: www.fispal.com.

Packaging Center in China

With support of WPO and approval from the Chinese Government it was constructed in Hangzhou, Zhejiang Province, the Asia Packaging Center (APC), the first worldwide industry center in China.

APC is a platform which contains manufacturing, science & education, research & development, information, trade, exhibition, finance, culture & management, and service. It will attract global investment for centralizing international resource to establish packaging headquarter and supply comprehensive service to packaging industry and entering enterprises.

The total planning area of APC is about 31 km², composed by 1 km² headquarter and 30 km² manufacturing base. Headquarter includes APC Mansion, enterprises official base and trading center; the investments on it amounts to US\$ 2.5 billion. The two manufacturing bases are planning to attract 500 famous packaging enterprises; the total investment will be US\$ 12.5 billion.



Position papers with valuable information

WPO has produced a number of positional papers and it is with a sense of anticipation that we await the publishing of papers on subjects like: Food Security, The Case for Packaging and International Trade. The papers can be downloaded in the WPO webpage www.worldpackaging.org.

Packaging show in Turkey



The International Packaging Industry Fair Istanbul 2008 will happen from October 23 to 26. Last year it attracted 1,226 companies from 37 countries of 4 continents of the world, such as Australia, Austria, Belgium, Bulgaria, Czech Republic, Denmark, England, Finland, France, Germany, Greece, Hong Kong, India, Ireland, Israel, Italy, Japan, Jordan, Korea, Luxembourg, Malaysia, People's Republic of China, Poland, Portugal, Russia Federation, San Marino, Saudi Arabia, Singapore, South Korea, Spain, Sweden, Switzerland, Thailand, Taiwan, the Netherlands, Turkey and USA. The total number of visitors was 33.155 professionals from 67 countries. The

14th edition of the International Istanbul Packaging Industry Fair 2008 will be organized by TÜYAP Fairs and Exhibitions Inc. in cooperation with ASD (Packaging Manufacturers Association).

Student 's recognition

Within the scope of getting prepared to Worldstar Student Competition 2008, Turkish students attended National Student Competition for Packaging Design, organized for the fourth time by ASD (Packaging Manufacturers Association) with the support of TÜYAP. The first announcement of the competition was in February and 64 entries were registered until the deadline of July 4th 2008; it was possible to make individual or group entries.



During evaluation each project was carefully examined and evaluated together with its physical and/or digital model, sketch, written report and the CD including the digital copies. After all the projects were examined, the selected jury members were asked to score each project. After scoring, all the projects were ranked by their marks; the scoring was based on the principles of WPO's competition.

To see the winners of this year enter www.ambalaj.org.tr. The next WorldStar Student competition will be held in Tunisia and the entry deadline was September 19th. For detailed information about WorldStar Student Competition see www.worldpackaging.org/worldstar-student-award/default.asp or send an e-mail to studentworldstar@packtec-tunisia.com.



WPO recomends these shows!

The members of WPO have and are playing leading roles in packaging exhibitions around the world. Some of these exhibitions 2008 are:

- Interpack 2008, in Düsseldorf / Germany
- Rosupack 2008, in Moscow / Russia
- Fispal Tecnologia, in São Paulo / Brazil
- Istanbul Packaging Exhibition, in Istanbul / Turkey
- Taropak 2008, in Poznan / Poland
- Indiapack 2008, in Mumbai / India
- Pack Expo, in Chicago / USA

A success in Russia



Russian Federation organized Rosupack 2008 from July 23rd to 27th in the Exhibition Center Crocus Expo, in Moscow. The international show was held under the patronage of Russian Chamber of Industry & Commerce (RCIC) and the Government of Moscow. It joined 869 exhibitors from 33 countries in a total area of 46,947 square meters; there were registered 25,751 visitors, 5,000 people more than the last edition (a general increase of approximately 22%).

There were exhibitors from Austria, Germany, India, Spain, Italy, China, the Netherlands, Poland, United Kingdom, USA, Turkey, Ukraine, Finland, France, Switzerland, Japan and many other countries. Traditionally the interest to the exhibition was shown not only by manufacturers of packaging materials and packaging equipment, consumers of

packaging, but also universities and research and development centers, institutions of professional education, government departments responsible for environment protection and the press.

Good results in Brazil

A sector research done by Fundação Getúlio Vargas for ABRE (Brazilian Packaging Association) indicated that the packaging production in the country increased in the first six months of 2008. If this level of increase continues in the second part of the year, it is possible that the industry ends 2008 with a total production increase of 2.5% and a turnover of more than US\$ 20 billion.

The direct exports of packaging should be an important driver for this numbers. In the first semester of 2008 they were 22.25% higher than the same period last year, achieving US\$ 280 million.



Education

WPO responds to the global challenges through education

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That's why most of the WPO members offer training programmes on packaging science and technology. Variety and diversity of such programmes are the real strength of WPO. A survey was conducted to compile the information on education and training programmes offered globally on Packaging. It is seen that most of the developed countries have education and training in bachelors and masters level with opportunities for research. It was also noted that many developing countries are looking forward to improvements in their training curriculum to bring in the global perspective. However, a great void is seen in underdeveloped as well as in some developing parts of the world, thereby making education and training a priority area for WPO.

With its primary purpose to create "Better Quality of life through better Packaging for more people", a comprehensive appraisal of the existing educational needs are regularly made by the WPO board, followed by a detailed debate among the members. The views and suggestions received from different quarters were carefully studied and specially designed education activities from the member countries are supported.

A meaningful partnership

The WPO's main objectives are to work through the national packaging organizations and other members and interested parties to:

- promote globally the development of packaging technology, science and engineering;
- stimulate the development of packaging skills and expertise;
- encourage communication concerning packaging technology, applications and achievements;
- provide a forum for those organizations interested in furthering the state of the art of packaging;
- monitor and communicate with its members concerning packaging-related issues such as consumer safety, food preservation, and environmental impact;
- assist in the creation of conditions that will help optimize the conservation, preservation and distribution of foodstuffs and other packaged products;
- contribute to the development of international trade;

- advise on the formation and operation of national packaging organizations and institutes;
- provide information on sources of packaging knowledge.

While the role and responsibility of the national packaging organizations in regard to education remaining essentially unchanged, the WPO accepts a larger responsibility to reinforce the national and integrative character of education, to meet the specific objectives for a larger participation, to look after the international aspects of education, culture and Human Resource Development and, in general, to promote excellence at all levels of the educational pyramid throughout the country. Concurrency signifies a partnership which is meaningful and challenging; the WPO Policy is oriented towards giving effect to it in letter and spirit.

It is obvious that tasks of education cannot be performed in a state of disorder. Education needs to be managed in an atmosphere of utmost intellectual rigor, seriousness of purpose and, at the same time, of freedom essential for innovation and creativity. While far-reaching changes will have to be incorporated in the quality and range of education, the process of introducing discipline into the system will have to be ensured. Some of the recent education activities supported by WPO are a testimony to WPO effort, commitment and success through teamwork.

Rajiv Dhar is from the Indian Institute of Packaging and responsible for Education in WPO.

Sustainability

Sustainable packaging and... common sense

Here in the US, the issue of Sustainable Packaging has really heated up, almost to the point of being white-hot. Seems almost like the RFID initiative of about four years ago. So what are the odds that Sustainable Packaging has "long legs," unlike RFID, which still seems to be finding its place in packaging and logistics?

Well, probably pretty good, given the activity in the rest of the sustainability movement and the political climate in this country. Sustainable development, as defined by the Brundtland Commission, led by the former Norwegian Prime Minister Gro Harlem Brundtland, is development that "meets the needs of the present without compromising the ability of future generations to meet their own needs." Today, many more people are buying into the concept that less waste and more recycling and reuse are good things. But there is a caveat.



It's unlikely that most people, and companies for that matter, will go very far out of their way to use recycling bins, unless using those bins is made easier. Further, it's unlikely that companies will change the way they package and ship their finished goods without a time-honored incentive, cost reduction, which usually translates into improved profit, a competitive edge, or both. And then there is the consumer who takes their purchase home, uses the product, and throws the package in the kitchen trash bin.

And in all fairness, while in Germany recently for Interpack, I saw it myself. There is still a lot of trash on the ground, not too far from the recycling bins marked 'Glass, Plastic, Paper, Cans.' Even Germany, with all its efforts to address the 3 R's (and those efforts are considerable), still has a lot of unwanted trash. This is a fact, even while some Germans reliably claim that their national waste stream has been reduced by 1 million tons annually. Germany takes pride in this accomplishment, and well they should... and only 30 million more tons to go.

As eager as some people are to see recycling and reuse become the law, or at least the habit in the US, the reality is that there has to be an economic incentive to cause commercial interests to spring into action. Governmental legislation alone will not tackle the issue. It's a three-legged stool. People, Business, and Government all have roles to play. To leave one 'leg' off only allows for a very unstable, unsustainable relationship. Ask the people of Minnesota about legislation in the '70's that mandated recycling of EPS fast-food packaging.

Most hard line Greens mean well, and they make some very salient and valid points. But there is, in the real world, a need for common sense when it comes to Sustainable Packaging or Sustainable Anything, for that matter. And here is one of the reasons, from a European perspective.

According to Julian Carroll, Managing Director of EUROPEN, "The fundamental difference" [between the US and Europe] "is that the influence on how the environmental consequences of packaging are dealt with in Europe is largely driven by regulation whereas in" [the US] "it's primarily the market that is driving reaction and change. Understandably therefore the market leader, in this case Wal-Mart has, in one fell swoop, succeeded in getting everybody's attention. Secondly, because there is no federal legislation in the United States specifically targeting packaging and its environmental impact, the concept of harmonization to avoid trade barriers is not an issue at federal level."

So until, or unless, the US government steps in and takes charge, the vast majority of changes in packaging will continue to be market-driven. Now, that may be a good thing, certainly from the perspective of those who subscribe to the concept of the free market. And that's why common sense is so important going forward.

In addition, companies and people need to make an effort, a commitment really, to address this issue simply because it is the right thing to do. There are lots of ways to accomplish some of these goals on a revenue neutral basis, at the very least.

For example, my company just spent a modest sum of about \$6000 to replace all the antiquated fluorescent lighting in our offices with T-8 fixtures and tubes. What's the payback? Reduction in electricity consumption by about 10%. That means we'll get a payback on the investment in about 18 months, maybe sooner given the escalating cost of energy.

It's not packaging, but it's a good example. We are also about to begin recycling everything we can get our hands on in our building as well. Scrap steel and plastic strapping, stretch film, cans, bottles, copy paper and corrugated boxes are all on the list. And we found a local company that will actually pay us a small amount to take the non-reusable materials off our hands. That's common sense and revenue positive!

One of my US colleagues recently commented to me that, in his opinion, the sustainable packaging movement appears to be morphing into a cost cutting program. From an environmental perspective, that may or may not be viewed as positive. From a practical, common sense point of view, it's certainly a step in the right direction.

By contrast, developing countries such as Ghana, India, China, Sri Lanka to name a few, are capable of starting at a more highly developed position, in terms of packaging materials and methods, than those of us in Western Europe and North America. Developing countries have no "sunk costs" in old packaging methods and habits. They have the advantage of taking what we have had to learn, at considerable investment over several decades, and applying that knowledge into new packaging projects immediately. This circumstance suggests a significant competitive advantage for some of the manufacturers in those countries on Day One, especially when coupled with their already low manufacturing costs and a practical mandate to do more with less. Sustainable Packaging is clearly a valuable competitive tool.

Finally, Sustainable Packaging cannot work in isolation. It is an important part of the global sustainability movement. It's about changing our habits and our mindset so that we think in a different hierarchy, with reduce, reuse, recycle and recover nearer the top of the list. Consider the issue of incredibly high oil/energy prices. No matter what the solutions, they are likely to be part of a long-term incremental process that will employ a blend of technologies, applied in context. And so it is with sustainable packaging too.

This new way of thinking should play well in the Packaging Community. Dr. Carl Olsmats, General Secretary of the World Packaging Organization states, "It is not primarily an issue of sustainable packaging, but rather how packaging can best contribute to a sustainable society. This contribution will also change over time as knowledge and society develops. [Ultimately,] there will be no sustainable packaging without sustainable products to put into them. These products will not be made unless there are sustainable companies to make them. And these companies need a sustainable society in which to work. [Sustainable Packaging] "in principle means that continuous improvement has to be applied to all packaging."

The good news for Packaging Professionals is that packaging is ubiquitous. It impacts virtually every culture in the world, every day. And this is really the point. Packaging can become a very powerful tool for educating people about sustainability. The practical, common sense application of Sustainable Packaging principles has the unique capacity to teach everyone about how a Sustainable Society can function.

A Sustainable Society demands, without really knowing it, that Packaging Professionals 'get it right.' Efficient and effective use of resources in packaging is an essential component in Society's goal of becoming Sustainable. The greatest minds in packaging, around the world, would do well to contemplate this business and social opportunity.

Thomas L Schneider, CPP

Country Report

The amazing numbers of China packaging industry

Chinese modern packaging industry has made remarkable achievement after more than twenty years' development, realizing historic breakthrough by establishing comprehensive system of packaging industry covering materials, products, machines, packaging printing, design and technological research.



In the past several years, this industry has maintained stable and healthy development, with gross output value going up from 250 billion Yuan in 2002 to 600 billion Yuan in 2006. The annual growth rate reached 35%, the most rapid annual growth rate in the world packaging industry.

The ratio of packaging industry's output value in China GDP has climbed from 0.4% at the beginning of 1980s to 2.4%. Among 42 main industries of national economy, packaging industry has leaped to rank 14 from rank 41 at the beginning of 1980s.

This performance means an increased competitiveness in the international market. The export amount increased from 27.153 billion Yuan in 2002 to 58.46 billion Yuan in 2006. According to statistics, the nation wide packaging enterprises' gross profits increased from 12.274 billion Yuan in 2002 to 22.11 billion Yuan in 2006, with annual growth rate of 16%. Their profit and tax increased from 22.87 billion Yuan in 2002 to 37.664 billion Yuan in 2006, with annual growth rate of 22%. Currently, China's annual output of corrugated boards, plastic bags, compound soft packaging and metal drums stands at world leading position.

For packaging products, corrugated board is most popular and widely used in paper packaging products, representative for a nation's packaging industry. For a long time, Chinese corrugated board was made with hands and single machine or single facer machine. In the past decade, the mechanical production of corrugated boards has been popularized and industrialization of corrugated boards was started.

In 1995, China began to promote the production line of corrugated boards, and the number of production lines amounted to 3000 by 2003, with total output up to 15.8 billion square meters; rank 2 in the world just behind America, accounting for 11.8% of the world total output.

In 2004, the production lines of corrugated boards increased to 3500; now this number has exceeded 4000. In terms of number of production lines, China ranks number 1, but the output of corrugated boards has not surpassed that of America.

In terms of development trend, Chinese economy is developing fastest in the world. According to the experts' predication, Chinese total export amount will reach US\$ 750 billion by 2010. By 2020, Chinese economy scale is estimated to increase by nearly 5 times. China's rapid economic growth will further promote the development of corrugated board industry.

Currently, China's packaging consumption per capita is only 27.5kg, 4% of that of America and 2% of that of Japan. So China packaging industry has large space for development. If China's annual paper use per capita increases 1kg, 1.3 million more tons of boards will be consumed every year. According to the statistics, the world annual output of raw corrugated boards is about 150 million tons, with 50 million tons from Asia. So 1.3 million tons means almost a 1% increase of global consumption.

With the overall development of Chinese packaging industry, packaging printing industry is also developing rapidly. As all the commodity packaging (including the packaging of paper, plastic, metal, and glass) can't go without printing, the developed packaging industry will of course spur the development of packaging printing industry.

In 2005, China's printing industry's output was valued at 129.5 billion Yuan, up 17% from 2004. The year 2006 saw the output value increased 16% to 157.7 billion Yuan. The output value in the first two months of 2007 increased 21% year on year to 25.6 billion Yuan. According to China Printing Technology Association, the earnings of packaging printing only accounted for 20% of that of printing industry in the past.

With the flourishing market-oriented economy and the rapid development of packaging industry, sales earnings of packaging printing industry has taken up a half of the printing industry's earnings since 2006. The statistics show the sales earnings of packaging printing in 2006 was 80 billion Yuan and was reservedly estimated to reach 100 billion Yuan in 2008.

Chinese packaging printing industry's enterprises are mainly located in three areas, Yangtze Delta (including Shanghai, Zhejiang and Jiangsu), Pearl River Delta (Guangdong and Shenzhen), pan-Bohai Economic Zone (including Beijing, Tianjin, Hebei, Liaoning, Shandong). The packaging output in these three economic zones accounts for about 75% of national packaging output.

In 2006, the relative packaging printing associations and associations along the coastal provinces and municipalities conducted a survey on 287 packaging printing enterprises in Shandong, Jiangsu, Shanghai and Zhejiang for their economic profits. The results showed that total assets of these companies amounted to 21.9 billion Yuan, with 35 enterprises boasting annual profit and tax of over 10 million Yuan and 52 enterprises achieving annual profit and tax of above 5 million Yuan. The overall sales earnings and the profit and tax are all above the national average level.

According to China Food and Packaging Mechanism Industry Association, packaging machinery industry's sales earnings of 2005, increased 22% to 40.6 billion Yuan in 2006. However, this figure mainly focuses on food packaging machines, and cannot cover all the earnings of packaging machines like medicine packaging machines, packaging machines for building materials, transportation packaging machines, etc. So the national packaging machines' total sales earnings should be far more than 40.6 billion Yuan.

The statistics also indicated that the total asset of packaging machinery industry in 2006 increased by 13.67% year on year, with asset contribution margin ratio of 10.56%. The quantity of imported packaging machines increased by 6.8% in 2006 from 2005, lower than the growth rate of China packaging machines and much lower than that of domestic packaging machine market.

That's to say China-made equipment has replaced part of originally imported equipment. The quantity of exported packaging machines is growing year on year. The total export amount in 2006 is US\$ 0.53 billion, up 30% from 2005. This growth margin is 1.6% points more than that of 2004-2005 periods. The export of Chinese packaging machines shows a growing trend.

Curiosities on packaging

Do you know how packaging competitions appeared?

The idea of packaging competitions on national and international levels was born at the European Packaging Federation (EPF) in the 1950's as an important promotion means for the packaging industry and stimulus of innovation and progress in this field.

The pace of the industry and trade development, the same as applied arts and moreover, changes in the level and style of life and means of communication, involve increasing demand for modern packages, characterized by high technical and marketing qualities, effectively protecting their contents and safe for human health and the environment.

And packaging competitions allow to select the outstanding professionals and companies in this field. Today there are different types of competitions, organized on national and international scale. Some are organized by companies, which are, first of all, looking for young talented designers, specialized in a particular kind of packaging.

In fact the traditional and most comprehensive competitions are organized by the World Packaging Organization (WPO) - the WorldStar (since 1970) and the WorldStar Student (since 2004) - and by its members - packaging centres or associations in different countries all over the world.

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