

# Press Release



## WPO will participate at the Association Partner Program at PACK EXPO International next October, in Chicago (USA)

*Partner Program welcomes 50 industry associations*

**August 2018** For another consecutive year, **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))**, confirmed its participation at PACK EXPO International (Oct. 14–17; McCormick Place, Chicago, USA) as part of the Association Partner Program. This year the Partner Program welcomes 50 industry associations, according to show producer PMMI (The Association for Packaging and Processing Technologies). Besides WPO own booth, there are confirmed six WPO members from:

- Argentina - Instituto Argentino del Envase
- Australia – AIP (Australian Institute of Packaging)
- Brazil – ABRE (Brazilian Packaging Association)
- Mexico - AMEE (Mexican Packaging Association)
- USA – IoPP (Institute of Packaging Professionals)
- USA - International Safe Transit Association (ISTA)

“The Association Partner Pavilions at PACK EXPO International, and co-located Healthcare Packaging EXPO, bring together leading industry associations with decision makers from the world’s top CPG companies, retailers and pharmaceutical, medical device and nutraceutical manufacturers,” says Jim Pittas, president & CEO, PMMI. “The expertise and industry knowledge provided by partner associations on-site offer an invaluable resource to attendees.”

As participants in the program, trade associations serve as an on-site resource for the 50,000 attendees expected at the co-located event. Many of these partner associations bring a specific vertical market focus and will host pavilions, sponsor networking lounges and produce educational sessions.

“This partnership with PMMI and with PACK EXPO is always a great opportunity to spread WPO’s message to the global packaging community: ‘Better quality of life through

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better packaging for more people”, states Pierre Pienaar, WPO President. He also reinforces that WPO booth at PACK EXPO is the right environment to promote all WPO actions, especially the packaging education programs. “Come and visit us at WPO booth and get in touch with all projects, not only the educational ones, but also the ones related to Circular Economy, Save Food and Food Safety. We have been very active in the last year and the response from the industry and from the professionals is being fantastic. Each day WPO becomes more the voice of the packaging industry around the world”, celebrates Pierre.

## For more information:

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