

# PRESS RELEASE



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

## **World Packaging Organization (WPO) reinforces partnership with UNIDO**



**Some members of the Exec team, guided by the President, Pierre Pienaar, participated in a meeting at UNIDO's headquarter, in Vienna.**

**November 2018** – Yesterday, Monday (November 12), some **WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org))**, members of Executive team participated in a meeting at UNIDO (United Nations Industrial Development Organization) headquarters, in Vienna (Austria), to discuss the next steps of the partnership that was established one year ago. “A most productive and constructive meeting held at the UN offices in Vienna today. We have together mapped resourceful opportunities with positive outcomes for the next 12 -24 months. It is encouraging to realize what is possible when two global organisations work in synergy”, stated WPO President, Pierre Pienaar, just after the meeting.

It is worth to remember that on November 07, 2017, **WPO** and UNIDO signed a Memorandum of Understanding for strategic cooperation in the field of packaging capacity building. The purpose, according to the MOU, was “to achieve the mutually declared objectives towards the operationalization of UNIDO’s mandate for inclusive sustainable industrial development”.

The cooperation program between **WPO** and UNIDO, includes three areas:

- development and implementation of specialized training and capacity building programs on packaging;
- setting-up national packaging centers in developing countries to provide a wide variety of services including design of packaging, labeling, technical label review and training courses on packaging;
- promotion and organization of student & industry packaging competitions.

This partnership was based in the UNIDO’s initiative in Lebanon which resulted in the establishment of the Lebanese Packaging Center as a private-sector led center dedicated to support the Lebanese industries in the area of packaging.

Besides the partnership with UNIDO, **WPO** is part of other international programs, like the *Save Food*, an initiative from FAO (Food and Agriculture Organization), a branch of UN (United Nations) and Messe Düsseldorf. Institutionally WPO – through its members (packaging

associations and institutes) - also aims to educate packaging professionals and society about the important and invaluable aspects of packaging. “We are advocates for packaging: good packaging, cost-effective packaging, packaging that contributes to creating a more sustainable society. The world cannot do without packaging, so we must educate people everywhere to respect the purpose of packaging and teach them how to incorporate this tool into the process of building an ever more sustainable society,” states WPO President, Pierre Pienaar.

Together with Pierre, there were also present at UNIDO’s meeting the WPO Execs: Antro Säilä (Finland), Vice President Sustainability; Johannes Bergmair (Austria), General Secretary; Luciana Pellegrino (Brazil), Vice President Marketing; and Soha Atallah (Lebanon), Vice President Conferences, Exhibitions and Awards.

### **For more information:**

#### **Liliam Benzi**

WPO Press & Communication Officer

[ldbc@uol.com.br](mailto:ldbc@uol.com.br)



(+ 55 11) [99989-1597](tel:5511999891597)



liliambenzi



WPO – World Packaging Organization



[linkedin.com/in/WPO](https://www.linkedin.com/in/WPO) World Packaging Organization



worldpackagingorg



WorldPackOrg1