



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

PRESS CONFERENCE

WPO confirms participation at PACK EXPO Las Vegas, in September, as part of the Association Partner Program



September 23–25, 2019
Las Vegas Convention Center
Las Vegas, Nevada USA

**Besides the institutional booth, WPO Board members
will have presentations in the Packaging Forum.**

July 2019 - WPO (World Packaging Organisation – www.worldpackaging.org) renewed the partnership with PMMI (The Association for Packaging and Processing Technologies) and will participate in the next edition of PACK EXPO Las Vegas (Sept. 23-25; Las Vegas Convention Center, Las Vegas, USA) as part of the Association Partner Program. Besides the institutional booth, **WPO** is organizing a Packaging Forum, scheduled to happen on September 24 and 25. The two experts confirmed as speakers are **WPO** President, Pierre Pienaar (Australia) and **WPO** Vice President Conferences, Exhibitions and Awards, Soha Atallah (Lebanon).

“Basically I will cover how the packaging industry works very hard to become smarter and more adaptive to change the ecological footprint of packaging on our planet. We are challenged by an even bigger problem: the poverty faced by so many on our planet. There is NO SHORTAGE of food produced. One of the **WPO**’s chief aims is to ensure we encourage the development of packaging that will see more food to more people who need it most. The greedy consume goods, consume packaging and then simply waste what is no longer required or what is excessive. The needy do not have the goods, because they do not have the packaging. This is the dichotomous world of packaging in which we live. So what then is the solution to this contradictory dilemma?”, explains Pierre about his presentation on sustainable packaging.

Soha Atallah’s presentation will be focused in ‘Packaging as a marketing tool’. She will highlight how good packaging design differentiates products from the competitors on the crowded supermarket shelves. “Packaging catches the browser’s attention with its distinctive shape and colours. For many ready to eat food products, packaging is virtually the only brand experience the consumer has with the product between the time they bought the product and the time they consumed it. Therefore it is crucial that consumers remember the colour, shape and material of the package of their favourite product in order to look for it next time”, states.

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org.

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“The Partner Pavilion at PACK EXPO Las Vegas and Healthcare Packaging Expo is a genuine endorsement from some of the leading associations in our industry. Attendees and exhibitors relish this feature of our shows because it’s the one time and place where they can expect to convene with the industry’s leading associations”, states Jim Pittas, President & CEO PMMI.

Laura Thompson, Vice President Trade Shows PMMI, adds: “Year in and year out, the Partner Programs at the PACK EXPO portfolio of trade shows provide access to leading industry associations from all segments of the packaging industry in one easy to access location. The Partner Pavilion at PACK EXPO Las Vegas and Healthcare Packaging EXPO is no exception as the amount of industry knowledge and expertise is unmatched at other industry events. It serves as one of the many important resources available to attendees and exhibitors participating in the show.”


“This partnership with PMMI and PACK EXPO trade shows portfolio is always a great opportunity to spread **WPO**’s message to the global packaging community: ‘Better quality of life through better packaging for more people’”, states Pierre Pienaar, **WPO** President. He also reinforces that **WPO** booth at PACK EXPO Las Vegas is the right environment to promote all 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.

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