



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

PRESS RELEASE

WPO members join forces to help China avoid Coronavirus

February 2020 – In line with its mission ‘Better quality of life through better packaging for more people’, **WPO (World Packaging Organisation – www.worldpackaging.org)** President, Pierre Pienaar, started a campaign among members to check how best some countries could contribute with the crises in China due to the advance of the Coronavirus. “**WPO** has significant influence through its global network. After being contacted by our members in China, CEPI (China Nat'l Export Commodities Packaging Research Institute), CPF (China Packaging Federation) and GPC, we decided to take some action.”

The immediate result was the mobilisation of Turkey, Lebanon, Palestine and Brazil in finding some suppliers for masks, protective clothing and gloves which they were able to export to China. “All efforts worked very well and the immediate demand was satisfied”, celebrates Pierre. According to the **WPO** Chinese members, remarkable local help came from Alibaba that offered fast and safe logistics to distribute the imported items.

“**WPO** is not only about packaging; it is also about helping people and/or assisting countries in times of need”, states Pierre. He also reminds that **WPO** is a non-profit international body focused in promoting network that facilitates solutions for global challenges in all areas. “Packaging education is our area of expertise, but packaging is related to almost everything in terms of ensuring the safe delivery of the final item do the customer.” In general terms, **WPO** aims to:

- encourage the development of packaging technology, science and engineering;
- contribute to the development of international trade;
- stimulate education and training in packaging;
- support local industries and professionals create their own packaging organisations;
- promote the exchange of technologies.

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 WPO – World Packaging Organization

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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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