



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

PRESS RELEASE

WPO welcomes Takeda as a new Corporate Partner



Takeda is joining the powerful list of WPO Corporate Partners that includes BioLogiQ, Ecobliss, Firstline, Labthink, Pack-Smart and Shubham.

May 2020 – The Japanese global biopharmaceutical company, Takeda, is the new Corporate Partner of **WPO (World Packaging Organisation – www.worldpackaging.org)**. The company is committed to bring 'Better Health and a Brighter Future' to people worldwide. "Our passion and pursuit of potentially life-changing treatments for patients are deeply rooted in our distinguished history in Japan since in 1781", as stated in their webpage (www.takeda.com).

Opened in July 2018, Takeda's Global Headquarters in Nihonbashi, Tokyo, serves as the head office for its operations worldwide. The company operates from four regions: Japan, U.S., Europe & Canada (EUCAN), and Growth & Emerging Markets (GEM). These four regions are accountable for providing access across its entire portfolio in the countries where Takeda operates.

According to Takeda's webpage, "Takeda's long history has been built through sincerity and striving for innovation at all times. Our mission is to continue contributing to the health of patients worldwide through the creation of superior medicines. With the patient at the centre, we will continue to implement changes to create innovation in the future."

"It is an honour to **WPO** to have a company like Takeda as a Corporate Partner. We are here to help in increasing its international network and support to build a common language on packaging innovation, sustainability and technology", states **WPO** President, Pierre Pienaar.

Takeda is joining six other **WPO** Corporate Partners:

BioLogiQ (USA – www.biologiq.com)

Ecobliss (Netherlands – www.ecobliss.com)

Firstline (Moldova - www.firstline.md)

Labthink (China - www.labthink.com)

Pack-Smart (Canada – www.packsmartinc.com)

Shubham Flexible (India – www.shubhampack.com)

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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As a **WPO** Corporate Partner, all these companies benefit from:

- the strong effective and wide global networking;
- attending **WPO** Working Groups Day in Education, Sustainability and Marketing which happens twice a year;
- using **WPO** Corporate Partners logo on all companies' communication tools;
- submitting news to the four editions of WPO News, the **WPO** official electronic newsletter;
- enjoying a special discount to run for the WorldStar Packaging Awards;
- be listed at **WPO** website as a Corporate Partner.

"The application procedure is quite simple; companies need to complete the application form in the webpage (www.worldpackaging.org), and submit for the approval of **WPO** Secretariat", explains **WPO** Global Ambassador, Chakravarthi AVPS. According to him, companies eligible to become a **WPO** Corporate Partner are:

- manufacturers of machinery and packaging raw material, inks, adhesives, closures, labels;
- all packaging manufacturers;
- solution providers (logistics, testing, amongst others);
- users of packaging (brand owners from various sectors).

World Packaging Organisation is a non-profit, nongovernmental, international federation of over 60 National Packaging Institutes and Associations, four Regional Packaging Federations and other interested parties, including corporations and trade associations. Founded September 6, 1968, in Tokyo, the purposes of the Organisation aim to:


- encourage the development of packaging technology, science and engineering;
- contribute to the development of international trade;
- stimulate education and training in packaging.

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 WPO – World Packaging Organization

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