



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

PRESS RELEASE

WPO supports EuroPack Summit 2021



Kate Yauk, from JDE Peet, is one of the speakers confirmed.

August 2021 – WPO (World Packaging Organisation – www.worldpackaging.org) is proud to announce its support to **EuroPack Summit 2021** - Packaging Excellence in the FMCG Sector. This edition will have the participation of Kate Yauk, the Global Packaging Technology and Sustainability and Innovation Manager at JDE Peet's, to discuss how the packaging industry can keep up with change and drive future-focused packaging innovation and sustainability.

For the 18th time year, the [EuroPack Summit](#) will run LIVE, from 20 – 21 September 2021, and will bring packaging leaders representing Europe's fastest growing FMCG companies, innovative packaging companies and experienced outsourced sales partners from around the globe. They will join physically at Le Méridien Beach Plaza, Monte Carlo, Monaco.

The summit will offer FMCG elite buyers and sellers an intimate environment for a focused discussion on how to win the battle for market and mind share through packaging. The one-to-one business meetings provide access to the 'gate keepers' of sizeable packaging budgets – top executives actively seeking external partnerships with packaging materials, machinery, design and development suppliers.

Speakers include executives from the European Commission, Tony's Chocolonely, Reckitt and Ericsson. Kate Yauk will share her strategies on how to transform apparent disorder in an opportunity to enhance a company's capabilities and boost performance:

- unlocking innovation by transitioning from a tactical to a holistic, collaborative approach;
- accelerating via informed decision;
- acting with agility.

Kate holds a Packaging Science degree from Michigan State University. She has lead the Packaging Sustainability and Design team within JDE's Research & Development organisation since 2020. Kate's broad business experience includes over seven years leading Global Innovation Platforms within Mondelez within the marketing organisation and has worked in five countries across the EU.

Find more information about the [EuroPack Summit 2021](https://bit.ly/37PMpER) via <https://bit.ly/37PMpER> or you can contact Isidora Avraam by e-mail isidora@marcusevanscy.com.

About WPO


World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is “ Better quality of life through better packaging for more people”. WPO joins 58 different countries.

Press information:


Liliam Benzi

WPO Press & Communication Officer

ldbcom@uol.com.br

 (+ 55 11) 99989-1597


 liliambenzi

 WPO – World Packaging Organization

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

 WorldPackOrg1

 worldpackagingorg

 **YouTube** World Packaging Organisation