



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

PRESS RELEASE

WPO confirms its participation at Envase/Alimentek 2022



*Previously to this participation, the show was visited by former WPO Presidents
Sergio Haberfeld, Keith Pearson and Thomas Schneider.*

March, 2022 WPO (World Packaging Organisation – www.worldpackaging.org) will be at Envase 2022, a very important packaging trade show in Buenos Aires, Argentina, with an institutional booth. Envase 2022, together with Alimentek 2022, is organized by **WPO** local member Instituto Argentino del Envase (IAE – www.packaging.com.ar) and is considered the most important event for the packaging industry in the region, joining companies and professionals from the whole packaging production and value chain.

Due to its importance to the local industry, Envase/Alimentek 2022 have the support of the Argentine government and the Chambers of Commerce of various countries. “Market is very anxious to the physical contact and to check all the innovation packaging industries have been preparing during these pandemic years”, celebrates Jorge Acevedo, General Manager of IAE. He confirmed the presence of more than 300 exhibiting companies; the show program also counts with seminars, special areas and business round tables.

“We are really excited for having a **WPO** booth in such important show to the Argentine and South American markets. We trully believe this is a great opportunity to spread **WPO** message in the reagon and to understand how the World Packaging Organisation can help in future projects that promote the sustainable development of the local packaging industry”, completes **WPO** President, Pierre Pienaar.

Jorge Acevedo adds: “**WPO** is an organization with a long history and IAE is part of this history, being one of the founding members. Specially today, global packaging must be united to show how fundamental packaging is to the development of humanity, for example, preserving the food people consume. Also important is that sustainability policies must be agreed internationally and **WPO** can be the door to make it happen in global basis.”.

WPO will be represented at Envase 2022 by its Senior Vice President, Luciana Pellegrino, that is also Executive Director of WPO member in Brazil, ABRE (www.abre.org.br).

For more information about the show visit www.envase.org.

About WPO

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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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 76 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1) as well.

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 WPO – World Packaging Organisation

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