



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

## PRESS RELEASE

### Luciana Pellegrino, from Brazil, is elected President of WPO (World Packaging Organisation) for 2024-2026



*The Managing Director of ABRE (Brazilian Packaging Association) is  
the first woman to assume WPO in 56 years of history.*

**May 07, 2023, Düsseldorf** – WPO (World Packaging Organisation – [www.worldpackaging.org](http://www.worldpackaging.org)) is proud to announce that Luciana Pellegrino, Managing Director of ABRE (Brazilian Packaging Association), was elected today (May 07), unopposed, as President of the Organisation. She will assume on November 25, 2023. Until then, Pierre Pienaar, from Australia, will continue as **WPO** President. “According to **WPO** statute, the past and the elected Presidents have time to work together until the final transition”, explains Pierre Pienaar.

Connected to the packaging industry since 1996 when invited for an experience at Bryce Corporation USA, Luciana Pellegrino is the first woman to assume the World Packaging Organisation Presidency. Graduated in business administration, with specialization in environmental sciences, Luciana has more than 26 years of experience as the Managing Director of the most important packaging association in Brazil and one of the key ones in Latin America (ABRE – Brazilian Packaging Association). She also has more than 20 years of experience involved in **WPO**. Her most recent assignment in **WPO** was as Senior Vice President of Marketing, a role that she will keep until November 2023.

“I am extremely excited about this opportunity and honoured by this vote from **WPO** Board Members. I have dedicated over 20 years to support and strengthen **WPO** because I believe in the huge positive

impact we can make to the global packaging community. Furthermore, it is a privilege to take over from Pierre Pienaar after these inspiring years of his presidency and to lead **WPO** ahead, counting on the support of **WPO** members, corporate partners and our strategic market partners”, states Luciana.

On November 2023, during the 2<sup>nd</sup> **WPO** Board Meeting, Luciana Pellegrino will announce the complete Executive Team to work with her from 2024 to 2026.

### **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 88 members from around the globe, which also includes Honorary Members, Affiliate Members and a Regional Members as well.*

### **Press information:**

#### **Liliam Benzi**

WPO Press & Communication Officer

[ldbcom@uol.com.br](mailto:ldbcom@uol.com.br)

 (+ 55 11) 99989-1597

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 WorldPackOrg1

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 liliambenzi

 linkedin.com/in/WPO World Packaging Organization

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