

Press Release, 10 October 2024

interpack and the World Packaging Organisation expand partnership

interpack and the World Packaging Organisation (WPO) are intensifying their long-standing cooperation. The aim of the strategic partnership is to promote innovation, sustainability and the global exchange of knowledge in the packaging industry even more strongly.

This cooperation has a long tradition: interpack, the world's leading trade fair for the packaging and related process industries, and the WPO have been closely linked for decades. Now both are announcing even more intensive cooperation and joint initiatives to strengthen the global packaging industry. 'We have been associated with Messe Düsseldorf for many years, and interpack has long since become a home for us in Germany. Together we want to achieve great things for the industry and support interpack with passion,' says Luciana Pellegrino, President of the WPO.

The WPO and interpack share many common goals, particularly in the promotion of innovation, sustainability, education and global networking. The expanded cooperation will promote important topics such as circular economy, sustainability and resource conservation in the packaging industry even more intensively. 'Our drive is to promote the development and progress of the processing and packaging industry and to ensure its success in the world's markets,' says Thomas Dohse, Director of interpack, describing the trade fair's vision. 'With the WPO, we have the ideal partner at our side to continue to fulfil these goals. Utilising our global network together is a great step.'

Joint projects around interpack 2026

The WPO organises one of the world's most prestigious packaging competitions with the WorldStar Global Packaging Awards. In 2026, the awards ceremony will once again take place as part of interpack,



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U78, U79: Messe Ost/Stockumer Kirchstr.
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providing participants with a major international stage. The WPO itself will have a stand at the trade fair and take part in various content formats at interpack, such as the TV studio and the Spotlight Forum. As part of a theme partnership, the WPO will also be involved in interpack channels such as Spotlight Magazine outside of the trade fair.

Active in Asia and Africa

The partnership also covers the interpack alliance trade fairs Shanghai World of Packaging in China and pacprocess MEA/Food Africa in Egypt. The WPO will be represented with a stand in Shanghai from 18 to 20 November and in Cairo from 3 to 5 December 2024. It is also active in the supporting programme. The interpack projects 'Women in Packaging' and the SAVE FOOD initiative will also play an important role at both trade fairs.

Together against food waste

The SAVE FOOD DESIGN AWARDS and the SUSTAINABILITY DESIGN AWARDS are awarded annually at swop and pacprocess MEA to exhibitors who present particularly innovative products that minimise food loss and waste and/ or are sustainable. Together with UNIDO and FAO, the World Packaging Organisation sits on the jury and supports the winners in further communication, including the opportunity to take part in the WorldStar Global Packaging Awards. The WPO is also a member of the expert jury for the annual SAVE FOOD project competition, which is endowed with 10,000 euros.



Focus on women in the industry

The WPO was already a strong partner for the premiere of 'Women in Packaging' in 2023, when interpack organised a networking event and panel discussion for women in the packaging industry on a global level for the first time. This initiative was groundbreaking and other players in the industry are now also increasingly focussing on this topic. The WPO will also be on board again at interpack 2026 and as part of the interpack alliance trade fairs, contributing with panel discussions and its global women's network.

www.interpack.com

www.worldpackaging.org

About interpack

Every three years, interpack brings together the global processing and packaging industry to Düsseldorf for one week. The focus is on packaging and packaging materials, packaging machines and related process technology for the food, beverages, confectionery, bakery, pharma, cosmetics, non-food and industrial goods sectors. As a leading international trade fair, it attracts experts from all over the world to discuss the latest technologies and solutions and provides impetus for future topics in the industry. The next interpack will take place in 2026 from 7 to 13 May. Over 2,800 exhibitors from all over the world are expected to attend.

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