



## Message from the President – World Packaging Organisation (WPO)

Welcome to RosUpack, what a wonderful privilege it is to be here at this, the largest exhibition for the packaging industry in the CIS and Eastern Europe. What an exciting place for us all to be, do enjoy every aspect that RosUpack and Moscow offers you. It is a great pleasure and honour to welcoming you to this exhibition. Your participation in this regional exhibition is invaluable and appreciated by the organisers and all exhibitors. I hope that your experience and interactions here will leave you inspired and better prepared for a prosperous future in your packaging professional career.

RosUpack is an important event in the packaging calendar, not only here in Moscow, or for that matter in Russia but for the region as a whole. It is exhibitions like this that helps you all maintain friendships, renewing old ones and best of all making new friends. I always love coming to packaging exhibitions, because it is here that I update myself with the latest and greatest in packaging. I so enjoy just ambling from stand to stand talking to the exhibitors. I am always amazed how much that I learn from them, all experts in their own field.

The exhibition is divided into sections for equipment, packaging, labelling, logistics and warehousing, raw and expendable materials and containers. A comprehensive business programme to suit the demands of exhibitors and visitors alike, takes place here at RosUpack.

The WPO is a membership supported organisation registered in Vienna, Austria. It was founded September 6, 1968 in Tokyo by visionary leaders from the global packaging community. The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

The purposes of the organisation is to:

- Encourage the development of packaging technology, science, and engineering
- Contribute to the development of international trade
- Stimulate education and training in packaging

The WPO Board are engaged in implementing our strategic plan to meet our global responsibilities of the future. Our priorities are:

- \*To strengthen the WPO membership and serve our members and the global packaging as best we can. To this end, I urge you to become involved with WPO and spread the word to your colleagues encouraging them to join us. Do help us reach out to others across the globe in all countries because all countries are involved in packaging.

- \* Reduction of food waste through the better use of packaging and awareness thereof. Included in this is education, which is happening as we continue to build on activities that are already taking place within WPO. In addition we will continue supporting the Save Food Project, an initiative of Messe Düsseldorf and the UN's Food & Agriculture Organisation

- \* Reduction in poverty by the use of better and more effective packaging but focusing on correct use of packaging. Of course, packaging alone cannot fix the problem. Before we consider concepts such as packaging design and materials, innovation, technological advancements, environmental responsibility and sustainability, we must appreciate where the packaging industry fits into the chain that could deliver food to people who need it most.

I wish all those involved in this exhibition, the visitors, organisers (ITE Moscow) together with our WPO member: National Packaging Confederation of Russia, as well as exhibitors, support staff and officials, a successful and enjoyable event. We look forward to seeing you at the show.

Prof Pierre Pienaar

President

“Better Quality of Life, Through Better Packaging, For More People”