



## President's Word

# The future of packaging is in our hands!

I recently attended the First World Packaging Design and Technology Conference in Hangzhou, China. I shared with the delegates present that I believe we, in the packaging industry, are at the crossroads, where the future of packaging is in our hands, where decisions need to be made.

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## Around the World

# WPO and UNIDO mission to Mongolia

WPO and UNIDO ([www.unido.org](http://www.unido.org)) mission to [Mongolia](#) was a total success, as reported by WPO Vice President Conferences, Exhibitions and Awards, [Soha Atallah](#), that is also the Executive of LibanPack ([www.libanpack.org](http://www.libanpack.org)).

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## From the board

# New projects with UNIDO

WPO General Secretary and Director of Packforce Austria ([www.packforce.com.au](http://www.packforce.com.au)), Johannes Bergmair, and his assistance Barbara Zottl, together with Ernst Krottendorfer, also Director of Packforce, visited UNIDO ([www.unido.org](http://www.unido.org)) office located at the United Nations headquarters in Vienna (Austria).

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## Education

# Packaging training in Lebanon

WPO and its Lebanese member, LibanPack ([www.libanpack.org](http://www.libanpack.org)), organized a "3-Day Training Course on Packaging Technology" that was hosted at LibanPack Offices, in Beirut, from 10th to 12th September 2019. The trainer was WPO President, Pierre Pienaar, who has more than 35 years of experience in packaging training and consulting.

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## Country Report

# Turkey: export is on the rise while import declines in packaging

One of the major countries of the region in packaging production, Turkey maintains its strong position in 2019. In particular, the great increase in foreign trade surplus as observed in the data from the local WPO member, Turkish Packaging Manufacturers Association (ASD – [www.ambalaj.org.tr](http://www.ambalaj.org.tr)) for the first half of the year drew a lot of attention.

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## Message from General Secretary

# Traveling around the packaging world

Have been to Mongolia on a very special UNIDO/WPO mission to visit a new upcoming WPO Member in August. Then going to China attending a well organized First World Packaging Design and Technology Conference in Hangzhou (well done Cherry and Mr. Yu!). Followed by one week of visiting glass production in Austria. End of September: Fachpack! Europe's largest trade show around packaging.

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## Special Article

# Norwegian roadmap may solve plastic problems

Plastic waste is a global threat to the environment. The Forum for Circular Plastic Packaging handed a new roadmap to the Norwegian Government on the 12th August 2019. The roadmap contains several suggestions on how Norway can contribute to solve this.

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## Special Article

# Re-designing your packaging with Reduce, Reuse, Recycle in mind

As a consumer you most probably would have read about the Waste Hierarchy and the 5R's. Mindsets have shifted over the last few years and globally consumers are now actively driving brands and their packaging departments to align their Sustainable Packaging Design to incorporate the 5R's and to re-design with environmental impacts in mind.

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