



藍色大廳



WPO MEETING – October 2018

END OF OCTOBER was a very busy and exciting week for me as I have to attend 3 events in a week. The WPO (world packaging organization) judging and meeting in Jinan then Allpack China in Shanghai as well as Open House of Eterna Shanghai.

I will cover all 3 events in different articles. As the result of the World Start has been announced this month as well - I will cover it as well briefly and if you interested to share you innovation, beauty, new function or sustainability, please join next year World Star event and your can contact Rachel Bayswater – rachel.bayswater@iom3.org or visit www.worldstar.org

I attend World Star Judging as an observer. IPF representative Yvonne join the the judging. I learned the criteria and how to proceed. Hopefully very soon I can manage graphics students from Indonesia to join this prestige event and can Indonesia can be acknowledge to be one of the unique and beautiful culture through the packaging design we make.



The 101st World Packaging Organisation (WPO) Board Meetings which were hosted by China National Export Commodities Packaging Research Institute (CEPI) in Jinan, the capital city of Shandong, China. Shandong, with a history of more than 5,000 years, is considered one of the birthplaces of Chinese civilisation including Confucius and is often called the 'Spring City' for its famous 72 artesian springs. Indeed it is a beautiful city full of garden and Shandong Hotel, where we have the event was also part of beautiful park. Every day I have a beautiful view from my room.

Over 30 WPO Member countries were represented during the week; a week which consisted of an International Green Packaging Summit hosted by CEPI (which I missed), World Packaging Organisation Board Meetings, judging for the WorldStar Packaging Awards, WPO Sustainability, Education and Marketing committee

meetings, an informative site tour of the Labthink main head office and networking events with the local packaging industry. The week was made all the more memorable with the generous sponsorship from Labthink who celebrated their 30th anniversary this year and who looked after the WPO Board Members for the entire week. They have all testing equipments for flexible packaging as well as some testing equipment for corrugated industry. This company has all young salesman and woman with reasonable good English, so polite and professional. We wish we can do the same on our turn next year in November in Bali.

The dinner was held in a local restaurant with a huge tables, fantastic foods. The restaurant located in the side of Diamen Lake – so we have a nice walk and photos beside the lake, too.



WORLD PACKAGING ORGANISATION (WPO) COMMITTEE MEETINGS

One day of the WPO biannual meetings is focused on committee meetings that discuss education, sustainability and marketing. These meetings allow all of the country members from across the globe to discuss their own initiatives, learn from others and also develop global strategies for the WPO.

The WPO now has 54-member countries and continues to grow and expand their reach and has a great Public Relations and

Communications program to ensure that not only the WPO's activities and programs are being recognised and promoted wherever possible, but also the member countries. A key outcome from the education meeting included the AIP becoming the liaison between the IoPP in the US and all WPO member countries rolling out the global Certified Packaging Professional (CPP) Program for their region. The long-term objective is to have all WPO Member countries encouraging their local members to attain the



Certified Packaging Professional designation which will ultimately lift the level of professionalism, skills and expertise globally for packaging designers and technologists.

The next day was the conference day. We focus all what have done for this year and what we will do next year. Next year would be in Prague. I am looking forward to see all of our friends and the winner of the Worldstar.

CHINA NATIONAL EXPORT COMMODITIES PACKAGING RESEARCH INSTITUTE (CEPI)

CEPI was founded in 1974 approved by the former Ministry of Foreign Trade and Economic Cooperation. CEPI is responsible for packaging technology

research, packaging standardisation, packaging experiment and testing, packaging designing and consulting, international cooperation, green packaging alliance, military packaging services, information and consulting and the academic journal 'Green Packaging'.

Packaging and Environmental Standardisation is a key component of CEPI's work and they continue to develop research of packaging standardisation and draft national and industrial standards as well as undertake the domestic and international operation of standardisation in the domain of packaging. A special thank you must go to our host Sabrina Zhaou and her amazing team who were there for all us at every turn.



Tuti Buntaran

