



**IPACK-IMA MILANO**  
**27-30 MAY 2025**  
FIERA MILANO - ITALY

A JOINT VENTURE BETWEEN:  
   
UCIMA FIERA MILANO

Joint Press Release - Milan, 25 March 2025

## **WorldStar Awards 2025: celebrating excellence in packaging at IPACK-IMA**

The **World Packaging Organisation (WPO)** is pleased to announce that the prestigious **WorldStar Awards Ceremony 2025** will take place on May 30, 2025, at the **Alcione Theatre** in Milan, during the **IPACK-IMA** show (May 27–30, 2025).

This globally recognized event celebrates innovation in packaging and highlights groundbreaking industry achievements.

According to **WPO President, Luciana Pellegrino**, “WPO is thrilled to announce the winners of the WorldStar 2025 edition at a prestigious Gala Ceremony during IPACK-IMA 2025. This exceptional event will bring together industry leaders, design professionals, and brands from around the world. The evening will shine a spotlight on packaging innovation, celebrating the achievements of our industry while encouraging professionals to push boundaries for a more significant positive impact. As we gather in Italy, we will write another chapter in the esteemed history of the WorldStar global packaging awards, showcasing the evolution of the packaging industry through innovation, creativity, technology, marketing, digital transformation, and sustainability”.

“The WPO award ceremony at IPACK-IMA 2025 represents the most tangible sign of the level of internationalization achieved by the event, recognized as the ideal global stage to award the best packaging solutions - states **Valerio Soli, Ipack Ima President** -. The event is a unique networking opportunity favored by the presence at the fair of the most relevant players in the sector, including machine manufacturers and end-users, who, together with the protagonists of the WorldStar, represent a snapshot of excellence in the global packaging, processing, and innovative materials market”.

The WorldStar Coordinator and **WPO Vice President for Marketing, Soha Atallah**, adds: “This year has been truly remarkable, not only for the record-breaking participation but also for the outstanding quality of entries. The competition was fierce, reflecting the global advancements in packaging and their commitment to sustainability. I also want to emphasize that WorldStar represents the best of the best, as only winners of recognized national or regional competitions are eligible. This adds a layer of rigor to the selection process, making the achievement even more meaningful. We extend our heartfelt gratitude to our esteemed judges for their dedication and expertise in evaluating these exceptional entries and, of course, to IPACK-IMA for hosting our Gala Ceremony. I also take this moment to thank the IPACK-IMA team for all their efforts in making this a high level ceremony.”





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This year, the competition saw a record-breaking **550 entries from 40 countries**, with **260 exceptional winners**. In addition to the main awards, the ceremony will unveil the winners of highly anticipated special categories, including:

- **President's Award**
- **Sustainability Award**
- **Marketing Award**
- **Packaging that Saves Food Award**

The WorldStar Awards continue to set new benchmarks for excellence, providing a global platform to showcase the most innovative packaging solutions.

The program is being coordinated in cooperation with WPO local member, the [Italian Institute of Packaging](#), the association which is a point of reference in Italy for the packaging sector, promoting innovation, sustainability, training and professional development.

In the run-up to the event, looking at the list of winning solutions, intelligent packaging emerges, beautiful to look at, able to simplify our lives, avoid waste, make the moment of product consumption a pleasant one, with a focus on practicality, design and sustainability. For more details on the list of 2025 winners: [WorldStar Winner](#)

To book tickets, visit the WorldStar website and the registration page: [WorldStar Registration](#)

### 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 84 members, representing 63 countries that includes Full Members, Honorary Members, Affiliate Members and a Regional Federation.*

### About IPACK IMA

*IPACK-IMA is the international reference exhibition for the processing and packaging industry targeting the food and non-food world and scheduled from 27th to 30th May 2025 at Fiera Milano, Italy. With the same ticket you can also access the simultaneous Pharmintech by IPACK-IMA, and the Innovation Alliance events (GreenPlast, Print4All and Intralogistica Italia). This unique platform spans the entire supply chain, from sustainable plastic production to packaging and processing, printing & converting, and logistics.*





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THE  
INNOVATION  
ALLIANCE

May, 27-30  
Fieramilano

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