Smithers Announce Sustainability in Packaging MENA Event for 2024

# Smithers

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**FOR IMMEDIATE RELEASE**

(Leatherhead, UK) 6 February, 2024 — Smithers, a leading provider of events, market intelligence, consulting, testing, and compliance services, is pleased to announce that their hugely popular Sustainability in Packaging event series will be launching into MENA this year. The inaugural event will take place on 22-23 May 2024 in Dubai.

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Following on from the huge successes of the events in Europe, USA, Asia and Latin America – this new edition will lean into Smithers global packaging expertise and provide insights, case studies and an introduction to sustainable packaging in the Middle East & North Africa.

According to market intelligence from their latest industry report – The Future of Global Packaging to 2028 – Africa and the Middle East are among the fastest growing packaging markets, with both emerging markets (along with Asia and South & Central America) forecast to grow packaging sales faster than the global market average across the five-year period to 2028.

Most countries in these regions are categorised by quite low packaging consumption rates per capita, and therefore offer good growth prospects for packaging market development. Sustainability is also expected to gain more prominence with brand owners switching from plastics to more sustainable packaging solutions such as board and paper-based products.

With this being such an exciting and formative time for packaging in the MENA region, this new event will bring together key stakeholders from across the entire value chain to discuss topics including:

* How to setup a circular economy
* Sustainable packaging solutions
* The latest market and consumer trends
* Waste management and recycling
* Collaborations and partnerships
* Redesigning of packaging
* Advanced technologies and innovations
* Case studies
* How to successfully implement EPR
* Material innovations

Already confirmed to be attending the event includes representatives from Mondelez International, KraftHeinz, Mars, Alliance to End Plastic Waste, Circular Packaging Association, Napco National, Taghleef Industries, EU Corporate Advocacy Group, Federation of Saudi Chambers, ASASE Foundation, and more.

Find out more about the event at [www.sustpackmena.com](http://www.sustpackmena.com).

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**About Smithers:**

Founded in 1925 and headquartered in Akron, Ohio, Smithers is a multinational provider of information, consulting, testing, and compliance services. With operations and laboratories in across the globe, Smithers supports customers in the packaging, paper, print, materials, consumer, transportation, life science, components, and energy industries. Smithers delivers accurate data, on time, with high touch, by integrating business expertise, technology, and science, so customers can innovate with confidence.