

9th Green Productivity Advisory Committee Meeting

The Green Productivity Advisory Committee (GPAC) held its 9th annual meeting in Tokyo on 19 January 2011 to review ongoing Green Productivity (GP) activities and assess green business opportunities in the Asia-Pacific region. The meeting was attended by GPAC executives and members, government officials, and representatives of relevant organizations and the media from around the region. APO Secretary-General Ryuichiro Yamazaki welcomed the attendees and emphasized the importance of GP activities to the APO, which is celebrating its 50th anniversary since establishment in 1961. GPAC Chairperson Teisuke Kitayama opened the meeting with remarks on current global environmental issues and the need to expedite actions to support sustainable development and green business. Kitayama also pointed out the need to strengthen the competitiveness of environmentally friendly Japanese products, technologies, and services in global markets while contributing to sustainable development in the Asia-Pacific region and beyond.

The meeting heard reports on the publication of the *Eco-products Directory 2011*; a summary of the Eco-products International Fair (EPIF) 2010 in Jakarta by the APO Secretariat; and final preparations for the EPIF 2011 in New Delhi by Environmental Division Director M.J. Pervez of the National Productivity Council, India. A proposal for hosting the EPIF 2012 in Singapore was also presented by the Waste Management and Recycling Association of Singapore and Enterprise Promotion Centre (EPC). “Singapore hosted the EPIF 2006, and a number of environmental policies and activities have been implemented in Singapore since then. After six years, Singapore now intends to act as a catalyst to unite the APO region in the pro-environment movement that goes along with enhancement of the green business focus,” stated EPC Director Jan Tan.

GPAC Vice Chairperson Takashi Yamagishi, Senior Executive Advisor of Teijin Ltd., recognized the efforts made for the EPIF 2011 and urged further cooperation



9th GPAC meeting Photo Y. Fujimoto/APO

to make it an event that would unite the Asian region to reconcile economic growth and environmental preservation. He also praised the proposal by Singapore to bring together all APO member countries to work for a more sustainable, greener Asia. “Last June, the asteroid explorer *Hayabusa* (Falcon) finally returned to the earth after an approximately six billion-kilometer round-trip journey to the asteroid Itokawa, making the first physical contact with the asteroid and bringing back samples to Earth. I was very impressed by that exhilarating achievement and would like to point out that progress in science and technology along with international cooperation will be essential for the development of Japan in the years to come,” stated Yamagishi.

GPAC Vice Chairpersons Yukio Yanase of Orix Corporation, Hajime Bada of JFE Holdings, Inc., and Tsuneaki Taniguchi of the Japan Productivity Center also recognized the need to support the APO in efforts to foster green business in fast-growing Asian markets. 