

Taipei a melting pot of exhibitors from around the world

Taipei successfully hosted the APO's Eco-products International Fair (EPIF), 13–16 March, at the Taipei World Trade Center. The 9th EPIF was jointly organized by the APO and Bureau of Foreign Trade of the Ministry of Economic Affairs (MOEA) and implemented by the Taiwan Green Trade Project Office of the MOEA, Taiwan External Trade Development Council (TAITRA), and China Productivity Center.

ROC President Ying-Jeou Ma and Vice Minister of Economic Affairs Jong-Chin Shen attended the event. President Ma commented during the welcome reception that many countries were focusing on green growth as the new engine of economic growth. He added that, “This government is serious in keeping our standards to comply with those of the United Nations... to establish a green economy.” At the opening ceremony, Vice Minister Shen stated that for the first time, “The EPIF is using ISO 20121, that is, the event sustainability management system.” It reflected the recent efforts and achievements of the ROC to manage its green endeavors in the most effective manner possible.

The exhibition, themed Go Green, Act Greener, focused mainly on the B2B (business-to-business), B2C (business-to-consumer), and B2G (business-to-government) models and exhibited cutting-edge, environmentally friendly eco-technologies, eco-products, and eco-services. Two hundred and seven exhibitors, the most in EPIF history, from all over Asia, Europe, and Central America engaged about 17,500 trade and public visitors.



EPIF 2014 at the Taipei World Trade Center. Photo courtesy of TAITRA.

The EPIF was now especially relevant, according to Chairperson of the Green Productivity Advisory Committee Teisuke Kitayama, who is also Chairman of the Board of Sumitomo Mitsui Banking Corporation, as “Many Asian cities will soon be confronting serious global environmental challenges.” Therefore, “All segments from governments to industries to individuals must work together to alleviate environmental degradation by promoting a green economy.” APO Secretary-General Mari Amano further commented that, “The pursuit of higher productivity is compatible with the protection of our environment.”

When asked how the ROC had collaborated on green initiatives, CEO of

TAITRA Peter Huang gave the example of ROC–Japan cooperation in “research and development on smart grid-related products for Asian countries” which would ultimately benefit the Asia-Pacific region.

Trade visitor Sainen Bhowmick from India, who was interested in solar power and domestic water treatment products, commented, “My goal was to find business partners and help Taiwanese companies expand their businesses to India. I must say that I am very impressed by the quality of the products I found.” Dragos Zavarache from Romania visited the exhibition in search of auto electrical devices: “Through one-on-one business matchmaking meetings and subsequent discussions during the fair, I found four high-potential Taiwanese companies to work with.”



Business-matching consultation at the EPIF 2014. Photo courtesy of TAITRA.

The launch of the Eco-products Database 2014 was also announced at the EPIF. The 2014 database contains the most numerous listings of eco-products, countries, and firms/organizations since the first edition in 2004. An international conference on Achieving Sustainability to Empower Future Generations took place concurrently with a parade of renowned speakers from the ROC, Japan, ROK, Singapore, and USA. More than 200 participants from across the region attended. 🌱



International Conference on Achieving Sustainability to Empower Future Generations. Photo courtesy of Bureau of Foreign Trade, MOEA of the ROC.