



Creating a Better Green Future for Asia

The Advisory and Promotion Committee (APC) of the Center of Excellence on Green Productivity (COE on GP) held its annual meeting in Taipei on 8 August, presided over by China Productivity Center (CPC) Chairperson and APO Director for the ROC Sheng Hsiung Hsu. The meeting focused on three agenda items: Green Technical Services to Targeted Member Countries; APO COE on GP Green Excellence Awards; and the 3rd World Conference on Green Productivity. Over 50 government officials, industrial leaders, and representatives of academic and research institutions attended.

The APC was established under the COE on GP in June 2013 to help enterprises follow sustainable operational principles, speed up the development of a green economy in the Asia-Pacific, and organize events involving Asian countries to create a better green future. The committee is comprised of 54 executives of the ROC's benchmark enterprises and leading organizations who provide strategic guidance. It convenes regularly to examine whether the COE on GP is meeting the demands of industries, government policies, and international standards.

The COE on GP, jointly supervised by the ROC's Ministry of Economic Affairs, Ministry of Foreign Affairs, Council of Agriculture, and Environmental Protection Administration, has set up an intensive schedule for the following months. As explained first at the APC meeting, the COE on GP had conducted five "pioneer trips" to Indonesia, Lao PDR, the Philippines, Thailand, and Vietnam. It will soon organize five technical service teams with experts specializing in the ROC's

four areas of comparative advantage, resource recycling (for Cambodia, India, and Vietnam), green energy (Lao PDR and the Philippines), green factories (Indonesia), and ecoagriculture (Thailand) to provide onsite advice.

To firm up the GP Excellence Award framework, APC expert Dr. Allen Hu explained the objectiveness, criteria, applications, and potential impacts of the awards to the meeting, which will be presented to the Expert Panel Meeting on the Development of the Green Productivity Excellence Awards Framework, 1–3 October in Taipei. The CPC then reported the arrangements for the 3rd World Conference on Green Productivity scheduled for 4–6 November in Taipei and invited all present to attend.

Finally, the committee proposed working with Japan's Green Productivity Advisory Committee and inviting bankers to become benchmark models. Domestic bankers will join the APC's 2014 annual meeting to broaden its macroeconomic views and foster consensus among industries. Such joint efforts will assist the operations of the COE on GP and create green business opportunities. 🌱



Dr. Liang-tong Chen, IDB Deputy Section Chief, MOEA, delivering opening remarks. Photo courtesy of the CPC.