

# APO at the TICAD Ministerial Conference

The APO deputed two experts to share Asian experiences at the Tokyo International Conference on African Development (TICAD) Ministerial Conference on Energy and Environment for Sustainable Development, hosted by Kenya and the United Nations Environment Programme in Nairobi, 22–23 March 2007. The conference was co-organized by the Government of Japan, United Nations Office of the Special Advisor on Africa, Global Coalition for Africa, United Nations Development Program, and World Bank. The objective was to bring together the experiences and lessons learned in Africa and other regions for building effective ways to address key energy and environment issues in the context of sustainable development in Africa. The conference drew more than 500 participants representing 80 countries, 30 international and regional organizations, 30 NGOs, and the private sector. The conference was officially opened by Kenyan President Mwai Kibaki and presided over by Japanese Senior Vice-Minister for Foreign Affairs Takeshi Iwaya.

APO expert Masatoshi Yoda introduced the APO, its Green Productivity (GP) Program, and the establishment of the APO GP Advisory Committee (GPAC). Yoda is also GPAC Vice Chairman. He detailed how GPAC strengthens partnership with the private sector to promote GP. “The APO recognizes the importance of partnership with the private sector for promoting its GP Program.” The successful implementation of a series of Eco-products International Fairs (EPIFs) and the publication of the *Eco-products Directory* attest to the synergy of public–private-sector partnership and the business opportunities for eco-products that it generates. He also informed the meeting of the APO’s intention to transfer its productivity promotion know-how to Africa and requested the cooperation of local and international organizations.

Dato’ Nik Zainiah Nik Abdul Rahman, Director-General of the National Productivity Corporation of Malaysia, was the second expert deputed by the APO. She explained that public- and private-sector partnerships were an integral part of the Malaysian government’s policy to hasten socioeconomic development, enhance Malaysia’s competitiveness, protect the environment, and promote



(L–R) Iwaya, Dato’ Nik Zainiah, and Yoda

private-sector corporate social responsibility. This provided an excellent foundation for the successful adoption of the GP concept in Malaysia. Malaysia has hosted numerous GP programs including the first Eco-products International Fair in Southeast Asia.

Apart from the experts’ presentations, the APO also took part in the concurrent exhibition to disseminate information on the APO and its GP Program. More than 400 copies of the *Eco-products Directory 2006* were distributed.

Conference Chairman Iwaya, in his summary of the meeting, said that given the complexities and multiplicities of energy and environment issues in the context of sustainable African development, it is particularly important to share lessons learned from past and ongoing experiences in African countries and other regions, adding: “In this context, promoting further South-South cooperation, particularly Asia-Africa cooperation, in the framework of TICAD would be pursued on the basis of Japan’s initiative to share Asian experiences with African countries.” 