

GPAC confirms importance of private-public alliance

The APO has been tireless in its efforts to encourage private-sector participation in its projects, because the involvement of representatives of that sector is crucial to the success of productivity drives in member countries. This is particularly true in the promotion and implementation of Green Productivity (GP).

In 2003, the APO set up the Green Advisory Committee (GPAC), composed of individuals in charge of environmental management in leading companies, mainly in manufacturing, to give advice on environmental measures based on the long-term experience of Japanese corporations. The GPAC selected the greening of supply chains (GSC), which aims at linking manufacturing with sustainable economic development, as its main theme and has been working to ensure that Asian governments and businesses promote the use of environment-friendly products as a fundamental business objective. The GPAC annual meeting has become one of major events on the APO's calendar. The meeting has reviewed all GP projects, especially the Eco-products International Fairs (EPIFs) and *Eco-products Directory*, since initiation in 2004.

The sixth meeting of the GPAC, held at Grand Arc Hanzomon Hotel, Tokyo, 23 January, again emphasized the importance of joint efforts between the APO and private corporations to encourage sustainable development throughout the Asia-Pacific region. The new chairperson of the GPAC confirmed at the sixth meeting, Dr. Tamotsu Nomakuchi, Mitsubishi Electric Corporation, stressed the importance of strengthening the network of Asian economies through the APO and that the APO's GP private-sector projects such as the EPIFs and *Eco-products Directory*, were both timely and necessary. Outgoing Chairperson Etsuhiko Shoyama, Chairman, Hitachi Ltd., stressed the necessity of proactive governmental support in the APO GP Program for creating increased synergy in the pursuit of sustainability, while the private sector as represented by the GPAC had also made significant efforts to assist the promotion and practice of GP in the region.



Dr. Ngo Quy Viet presents a memento to GPAC Chairperson Nomakuchi, Tokyo, January 2008

The meeting was attended by three vice chairpersons, Prof. Ryoichi Yamamoto, University of Tokyo, Representative Director and Executive Vice President Hideaki Sekizawa, Nippon Steel Corporation, and Senior Counselor Kazuyoshi Terashima, Ebara Corporation, and Adviser Masatoshi Yoda, former president of Ebara Corporation, along with GPAC members and observers. Two special guests from Vietnam, the host of the EPIF 2008, Director General Dr. Ngo Quy Viet, Directorate for Standards and Quality, the national standards body of Vietnam, and Managing Director Nguyen Anh Tuan, Vietnam Productivity Centre, gave presentations at the meeting. Tuan reported on the final preparations for the EPIF 2008 to be held in Hanoi, 1–4 March.

Director Takuki Murayama, Industry Department, APO Secretariat, also made a presentation on overall activities for GSC in 2008, and Industry Program Officer Yoshikazu Kihira described the preparations for publication of the *Eco-products Directory 2008*. The meeting underlined the determination of GPAC members to achieve a sustainable society within and beyond the Asian region. 