

Promoting APO eco-initiatives

Since the first in Malaysia in 2004, the Eco-products International Fair (EPIF) has grown to become the largest international environmental fair and conference in Asia. Spurred by the resounding success of the EPIF 2008 in Hanoi, Vietnam, in March, the APO, supported by the Green Productivity Advisory Committee (GPAC) and EPIF Preparatory Committee, is now promoting the 2009 event to be held in Manila, the Philippines, 19–22 March 2009.


For example, an explanatory meeting on the EPIF and *Eco-products Directory* was held at the Industry Club of Japan, Tokyo, on 22 September. The meeting was jointly organized with the Keizai Doyukai (Japan Association of Corporate Executives), an influential body composed of senior Japanese corporate executives, which believes that corporate managers should be key players in a broad range of political, economic, and social issues. Thirty-three members of the Keizai Doyukai interested in environment-friendly products and services attended. Sumitomo Mitsui Banking Corporation Chairman and Chairperson of the EPIF Preparatory Committee Teisuke Kitayama welcomed the participants before briefly introducing the APO and its Green Productivity (GP) Program. He then explained his role in the EPIF and the *Eco-products Directory* and encouraged all at the meeting to become involved in the APO's eco-initiatives for the development of a sustainable society.

Dr. Tamotsu Nomakuchi, Mitsubishi Electric Corporation Chairman and GPAC Chairperson, gave a keynote speech emphasizing GP's importance in creating a low-carbon society by reducing CO₂ emissions in line with Japanese government commitment to reduce emissions to half of the current level by 2050. Mitsubishi Electric, a strong supporter of the APO's GP activities including the EPIF and *Eco-products Directory*, and the Japanese electronics industry are

working hard to make this a reality.

APO Secretary-General Shigeo Takenaka then provided detailed information on the APO, its activities, GP promotion including the contributions of the GPAC, and eco-initiatives as exemplified by the EPIF and *Eco-products Directory*. Pointing to its past

success, he said that the EPIF is "a fair to enlighten the public about the need to be more environmentally conscious." Secretary-General Takenaka also stated that the *Eco-products Directory* series, published in tandem with the EPIFs, is continually expanded and updated with the best examples of eco-products and -services.

In June this year, Secretary-General Takenaka and EPIF Preparatory Committee Chairman Kitayama along with local executive committee members for the EPIF held the first official press conference on the EPIF 2009 and met with Philippine President Macapagal-Arroyo. The EPIF 2009 will be held under the theme "Sustainable Production, Sustainable Consumption, Sustainable Future" at the SMX Convention Center, the Philippines' newest and largest such facility, and jointly organized by the APO, Development Academy of the Philippines, and Philippine Business for the Environment. 



Mitsubishi Electric Corporation Chairman Dr. Nomakuchi emphasizing GP's importance