

Philippines to host EPIF 2009

The Eco-products International Fair (EPIF), the largest international environmental exhibition in Asia, will be held in Manila, the Philippines, 19–22 March 2009, with the theme “Sustainable Production, Sustainable Consumption, Sustainable Future.” The fifth EPIF will be jointly organized by the Development Academy of the Philippines, Philippine Business for the Environment, and the APO at the SMX Convention Center, Metro Manila’s newest and largest such facility.

The EPIF brings key international players and executives of eco-product and eco-service providers together under one roof, providing a platform for multifaceted business networking, national projects, business-to-business transactions, and green branding promotion strategies. Since the first EPIF in Malaysia in 2004, each successive fair has been larger and generated more publicity. The 4th EPIF in Vietnam in 2008 drew nearly 100,000 visitors over four days and was covered by more than 30 newspapers and magazines.

The APO has conducted various activities to promote this mega event and its Green Productivity (GP) Program. This included participating in the Eco-products 2008 exhibition at the Tokyo International Exhibition Center (Tokyo Big Sight), 11–13 December. The APO booth there distributed APO and EPIF brochures, the *Eco-products Directory*, and other publications. At the Sumitomo Mitsui Environment Business Forum and on the Nikkei Eco-Presentation Stage, Industry Department Program Officer Setsuko Miyakawa presented APO and GP activities, focusing particularly on the EPIF. The 10th annual Tokyo Eco-products 2008 received more than 170,000 visitors over three days.



Takenaka being interviewed by NHK World

The APO’s activities generated a great deal of interest from the general public, industrial players, and environmental organizations. It also drew widespread media attention. The international broadcasting service of NHK (Japan Broadcasting) visited the APO booth to interview Secretary-General Shigeo Takenaka on APO activities and the EPIF.

For more information, including the complete EPIF brochure, please access the official Web site of the EPIF 2009 at www.epif09.org. 