

## Press conference on Eco-products International Fair 2010

**A**s the largest international environmental fair in Asia, the Eco-products International Fair (EPIF) showcases the most advanced technologies and promotes public awareness of eco-products and -services. The APO began promoting the 2010 fair in Jakarta, Indonesia, at a press conference on 15 June 2009 at the Hotel Nikko Jakarta, where it was announced that it would be held at the Jakarta Convention Center, 4–7 March 2010. The press conference was attended by representatives of all involved including APO Secretary-General Shigeo Takenaka; Indonesian Chamber of Commerce and Industry (KADIN) President Mohamad S. Hidayat; Sumitomo Mitsui Banking Corporation Chairman Teisuke Kitayama, Chairperson of the EPIF Preparatory Committee in Japan; and Acting Secretary General Harry Heriawan Saleh and Director-General Masri Hasyar, Ministry of Manpower and Transmigration (MOMT). Members of the international press and over 40 local media organizations covered the event.

The press conference opened with remarks from KADIN President Hidayat, who stressed the need to adopt eco-friendly production processes and technology and KADIN's commitment to sustainable development. Promising a collective effort to make the EPIF 2010 a success, President Hidayat stated that, "The EPIF 2010 will also serve as a historic milestone for Indonesia in building a brighter, more sustainable future."

APO Secretary-General Takenaka briefly introduced the APO and EPIFs. Acting Secretary General Harry Heriawan Saleh then spoke on the importance of environmental issues to Indonesian industry and promised the support of his ministry in the hosting of the EPIF 2010. Chairperson Kitayama applauded Indonesia for hosting the next fair at a very challenging time. Citing environmental issues as "a pressing problem facing us all," Mr. Kitayama described



*Press conference in progress (L-R)Takenaka, Kitayama, Hidayat, Harry Heriawan, Masri*

Japanese industry's support for the EPIFs via the Green Productivity Advisory Committee and the implications of the fairs for the business community. "The EPIF epitomizes cutting-edge competitiveness and productivity, showcasing how companies may survive and outpace competitors through eco-products, eco-services, and eco-initiatives."

Masri Hasyar, APO Director for Indonesia and Director General, Training and Productivity Development, MOMT, expressed the commitment of the country's national productivity organization to holding the EPIF 2010. Before the group took questions, Dr. Handito Joewono of KADIN gave a briefing on the EPIF 2010 and disclosed that the local organizers were planning for 100,000 visitors, given the increased interest in environmental issues nationwide.

Indonesia, which hosted the UNFCCC Conference in Bali in 2007 and is a G20 member, is perfectly placed to receive the EPIF torch for eco-commitment from the Philippines and take it to new heights. 🌱