

People behind the scenes: *Nora Ekaliana*



The details are important. The bigger the task, the more important attention to detail and scrupulous preparation become. At the beginning of March, the APO held its biggest annual event, the Eco-products International Fair (EPIF), in Indonesia. This year's EPIF had the most exhibitors and about 90,000 local and international visitors. The conference in conjunction with the EPIF had around 300 participants. One key person working behind the scenes at the EPIF 2010 was Nora Ekaliana, Head of the Indonesia Productivity Improvement Center, under the Indonesian Ministry of Manpower and Transmigration.

"Nora was always quick in responding to e-mail and taking any necessary action. I was also very impressed with her wide network of connections within government ministries and private industry. She expertly managed the meeting arrangements to promote the EPIF and provided invaluable advice on how best to approach and invite local exhibitors," said a Secretariat staff member.

Like many other NPO, Indonesia staff, Nora assumed many roles during the preparations for and during the EPIF 2010. She frequently travelled to

Tokyo for discussions and promotional events, assisted in the run-up to and holding of the conference, promoted the events among local companies and industries to ensure their participation, and coordinated the arrangements for attending VIPs. "Despite a hectic schedule and enormous pressure, Nora was always pleasant and maintained her composure. She remembered every detail discussed at the meetings and took proper follow-up action in a very professional manner," commented a colleague.

Nora credited the success to the other staff of the NPO Indonesia and the Secretariat team, "all of whom worked so hard" to manage the event. She is now back in her usual busy routine. As the Head of the Productivity Improvement Center, she is in charge of managing planning formulation, conducting the human resources development program, promoting productivity improvement and productivity consultation, and overseeing training courses. While she enjoys her job, she also likes seeing friends, singing for fun, and window shopping. The APO News can confirm that she is a great singer and dancer after many in Tokyo witnessed her after working hours. 🎵