

Initial press conference on the EPIF 2011

Preparations by the APO Secretariat, Department of Industrial Policy and Promotion (DIPP) of the Indian Ministry of Commerce and Industry, and National Productivity Council (NPC) of India, in addition to those by the Green Productivity Advisory Committee (GPAC) and GPAC's Preparatory Committee for the Eco-products International Fair (EPIF), are underway for the seventh fair in the series scheduled for 3–6 March 2011 in Delhi. Those preparations were officially launched at a press conference on 14 July at the India Habitat Centre in Delhi, which was festooned with EPIF banners.

In addition to APO Secretary-General Shigeo Takenaka; GPAC Preparatory Committee Chairperson Takashi Yamagishi, who is also Senior Executive Advisor to Teijin Ltd.; DIPP Secretary R. P. Singh; DIPP Joint Secretary Anjali Prasad; and NPC Director General N.C. Vasudevan, the press conference was attended by approximately 120 representatives of the Government of India, domestic and international media, and special guests. Secretary Singh reported that the Government of India's new National Manufacturing Policy was meant to "decouple economic growth from environmental degradation" and encourage green purchasing, which would be promoted by the EPIF.



APO Secretary-General Takenaka explains the impact of the EPIF 2011 to reporters at the India Habitat Centre, Delhi 14 July 2010. Seated (L-R): DIPP Joint Secretary Prasad; Takenaka; DIPP Secretary Singh; Senior Executive Advisor to Teijin Ltd. Yamagishi; and NPC Director General Vasudevan APO/Sayuri Watanabe

Yamagishi said the fair was "the perfect opportunity for both the GPAC and the Indian business community to work together for a better environment for future generations." When Secretary-General Takenaka spoke from the podium decorated with APO-orange roses, he noted that India was already the second-largest economy in the APO region and predicted that the 2011 EPIF would have a greater impact than previous fairs. In concluding, he thanked all involved in working for its success, including the DIPP, other Indian ministries and agencies, NPC, and GPAC.

While in India Secretary-General Takenaka made a round of courtesy calls on ministries and other stakeholders, including one to HE Anand Sharma, Minister of Commerce and Industry, and HE Dr. Farooq Abdullah, Minister for New and Renewable Energy, to ensure the widest possible cooperation in the EPIF 2011. 