

APO International Conference on Green Technology in Malaysia



University of Tokyo Emeritus Professor Dr. Ryoichi Yamamoto speaking on solutions to combat climate change through green purchasing, plenary session, International Green Technology & Purchasing Conference 2010. APO/Y. Yamashita

Spreading the word on the availability of environmentally friendly products and technologies is vital in achieving truly sustainable development. From 15 to 17 October 2010, the Government of Malaysia and the Green Purchasing Network Malaysia co-organized the International Greentech and Eco-products Exhibition and Conference Malaysia 2010 (IGEM 2010). The IGEM 2010 showcased the best examples of green technology and best practices to promote low-carbon growth in the Asia-Pacific region. The IGEM 2010 built upon Malaysia's experience in hosting the initial APO Eco-products International Fair in 2004.

Parallel to the IGEM 2010, the APO organized its own International Conference on Green Technology, gathering 19 participants from 15 countries who also attended the IGEM 2010. They examined mechanisms for promoting eco-products, eco-business, and eco-strategies. This APO conference highlighted two key factors in the effective promotion of a greener economy, both of which also contributed to the success of the IGEM 2010: the importance of creating "green awareness" among all members of society; and the need for strong commitment and involvement by national governments, state governments, and relevant local authorities in initiatives to create a more sustainable society and environmentally sound future.