

## Eco-products International Fair 2010



The APO Eco-products International Fair (EPIF) 2010 will be held in Indonesia at the Jakarta Convention Center, 4–7 March, with the theme Green Productivity to Enhance Competitiveness. This will be the sixth EPIF organized as part of APO efforts to promote Green Productivity (GP), a strategy for enhancing productivity and environmental performance simultaneously for overall socioeconomic development.

As the largest international environmental fair and conference in Asia, the EPIF brings key international players and executives from leading corporations under one roof for multifaceted business networking and promoting green branding strategies among the general public and consumers. It is also a venue to introduce and demonstrate the latest environmental technologies, manufactured goods, equipment, systems, and services, along with environmental initiatives of governments, public institutions, and NGOs.

The local organizers, the Indonesian Chamber of Commerce and Industry and Ministry of Manpower and Transmigration, are expecting 100,000 visitors at this year's EPIF, given the increased concern and interest in environmental issues among the government, business community, and general public. Indonesia, which hosted the UN Framework Convention on Climate Change Conference in Bali in 2007, is perfectly placed to receive the EPIF torch of eco-commitment and carry it to new levels of achievement.